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WOR

There are many reasons why WOR works—but two of them make WOR unique among radio stations.

First, more people—29,439,000* (one-fifth of the total U. S. population)—can hear your sales message over WOR.

Second, 31 years of selling more products for more advertisers than any other station in the country provides active proof that WOR can sell your product in the world's most competitive market.

Let us give you the specific reasons why WOR will work for you.

IT WORKS!

The New York station where listeners listen and sponsors sell... key station of the Mutual Broadcasting System

*Estimate based on 1952 Sales Management data.

XUM

Thank You Thank You Thank You

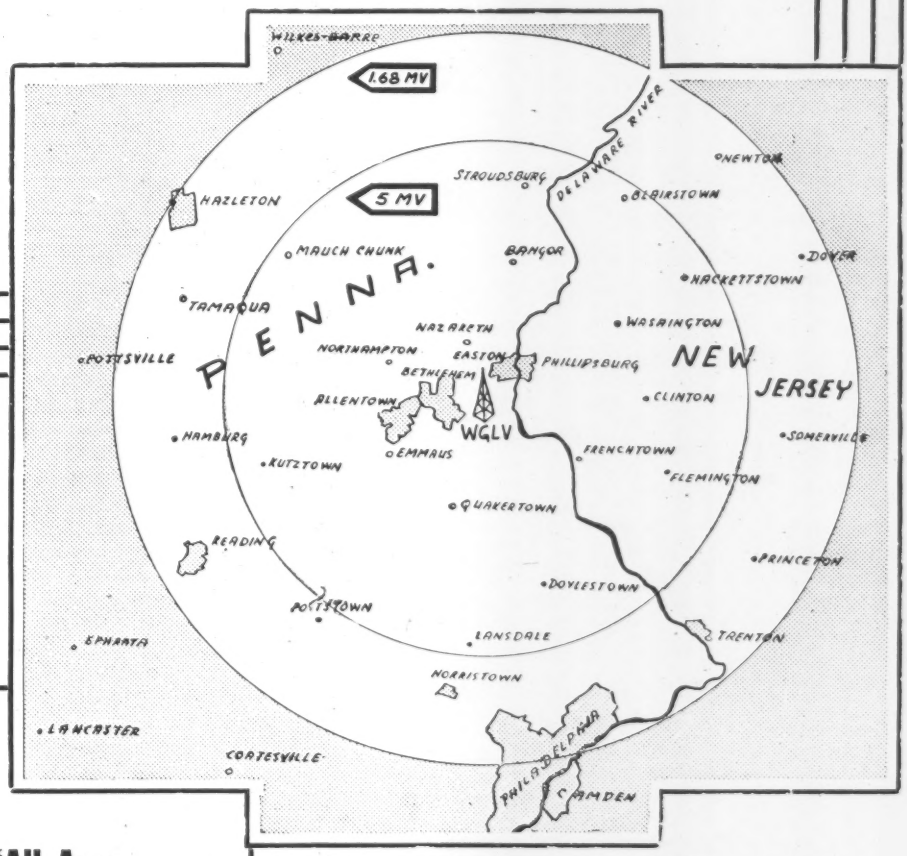
TRULY AN *AREA* TV STATION

WGLV

Located in the Center of the

ALLENTOWN - BETHLEHEM - EASTON METROPOLITAN AREA

Third Largest Market in Pennsylvania — 44th in the United States



ABC
Du Mont
Affiliate

WGLV Grade "A" Area

Contains the entire Allentown-Bethlehem-Easton Metropolitan Area plus 1565 square miles of adjoining territory.

POPULATION - 566,197

RETAIL SALES - $722,426,000

WGLV Channel **57**

1481 feet above sea level
1063 feet above average terrain
100,000 watts (E. R. P.)

Represented by

HEADLEY-REED TV

New York Chicago San Francisco
Hollywood Atlanta Philadelphia

The Greater Lehigh Valley's Most Powerful Television Station

WGLV Business Office—48 North Fourth Street, Easton, Pennsylvania

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WLEV·TV

BETHLEHEM
ALLENTOWN • EASTON
PENNSYLVANIA

PRIME PROFIT MARKET

WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food —$23,526,000 for drug items.

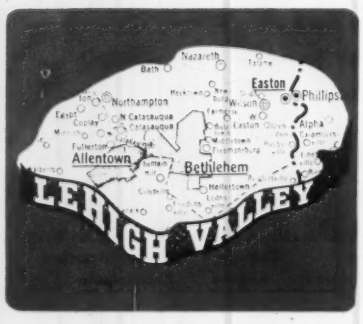
For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

A Steinman Station

1,047,110 people

$1,037,542,000 retail sales

$281,832,000 food sales



NBC TV • Affiliate

Represented by

MEEKER TV, INCORPORATED

New York Chicago
Los Angeles San Francisco

XUM

closed circuit®

IT TOOK wind-up hours of NARTB convention in Los Angeles last week to erupt into those inevitable reports of impending changes in major network affiliations, both radio and television. As usual, reports were impossible to confirm, although there were some admissions of "conversations." Cities linked in "negotiations" looking toward switches from NBC to CBS included, alphabetically: Buffalo, Kansas City, Milwaukee, Norfolk, Oklahoma City, Richmond, Rochester.

★ ★ ★

REALIGNMENT of timebuying staff at Cunningham & Walsh underway. Robert Bauer and Fred Cusick, timebuyers, resigned. Bob Guthrie and Bill White remain under supervision of Newman F. McEvoy, media director.

★ ★ ★

NBC'S NEWEST board member, John K. West, vice president in charge of West Coast operations, is moving to New York, effective at once, presumably in consultative capacity to Frank White, NBC president. Mr. West, former public relations vice president of RCA Victor, is expected to return to Los Angeles headquarters after his special mission is completed.

★ ★ ★

DESPITE SUCCESS of Los Angeles NARTB convention, next two conventions (1954-55) will be held in Chicago. Palmer House expected to be headquarters for next year's event. Difficulty of accommodating engineering exposition, which really pays convention freight, may result in all future conventions being scheduled for Chicago, or possibly New York.

★ ★ ★

CLEAR CHANNEL Broadcasting Service, which functions to protect sanctity of Class 1-A channels for rural and remote coverage, has established its position for planned hearings on ratification of NARBA conference treaty of 1949. It opposes Senate ratification at this time because Mexico is not party to treaty, maintaining it isn't obstructing Senate action. Hearings on treaty ratification are due probably this month before subcommittee of Foreign Relations Committee, with Sen. Tobey (R-N.H.) as chairman.

★ ★ ★

FOLLOWING resounding address of Gen. David Sarnoff in keynoting NARTB convention in Los Angeles last week, broadcasters quipped that he had taken over as "chairman of the board in charge of station relations." In another quarter, with bureaucratic flavor, comment was: "FCC has now heard the oral argument on compatible color."

★ ★ ★

FEDERAL TRADE Commission's experience with "bait" advertising on radio-TV of reconditioned sewing machines and vacuum cleaners comes first-hand as well as through consumer complaints (see story page 74). Wife of one FTC official recently got "burned" in sewing machine deal stemming from TV ad, while another career employe has obtained information to prove a local firm substituted a 1900 Singer in "repairing" her 1923 model.

★ ★ ★

PROCTER & GAMBLE Co., Cincinnati (Crisco), preparing 52-week spot radio campaign of one-minute daytime announcements in number of scattered small markets, through Compton Adv., N. Y.

★ ★ ★

RECORD of some sort was set Wednesday by "board" of FCC while principal entourage attended NARTB Convention. Handling only non-controversial items, Comrs. E. M. Webster and John C. Doerfer, acting as board, handled agenda of 30 items in only 51 minutes. Both broadcast and non-broadcast items were included.

★ ★ ★

IF, AS and when compatible color is authorized, write off any notion of converters or adapters. They're too complicated and expensive. So manufacturers will stress new sets only.

★ ★ ★

WLOE-AM-FM Leaksville, N. C., considering promotional drive involving use of binaural system of broadcasting. Station expects to install equipment shortly and launch campaign aimed at stimulating listener interest.

★ ★ ★

CONCURRENT with FCC Chairman Rosel H. Hyde's call to prospective TV station operators to help the Commission cut workload and TV processing time by limiting hearing evidence to essentials (story page 54), Washington attorneys are watching progress of "paper" comparative hearing for San Juan vhf Ch. 4 now being "heard" by Examiner Benito Gaguine. Contest between WKVM and WAPA San Juan is set for further "session" June 1.

IN THIS ISSUE

NARTB CONVENTION

NARTB's 31st convention reflects changing times and economics as 1,806 delegates hear challenge to attain still greater heights and FCC reassurances of "free" broadcasting. *Page 27.*

BAB outlines plan to add $50 million to next year's radio billings by piling up evidence of the huge radio audience and the medium's selling ability. *Page 28.*

NBC and CBS affiliates in separate moves act to set up organizations to establish greater independence in relationships with networks. ABC and MBS affiliates seemingly approve joining the first groups in an all-industry affiliates committee. *Page 29.*

NARTB President Harold Fellows in his annual report cites the association's enlarged membership, AHF recognition of broadcasting and four major influences bearing on the industry. *Page 36.*

Brig. Gen. David Sarnoff keynotes industry feeling in telling delegates radio and television are going through evolutions in which each must work out its own destiny. He makes bold predictions on color and pay-see TV, number of TV stations and new electronics advances. *Page 40.*

Global TV in the near future is predicted by NARTB Engineering Manager Neal McNaughten. *Page 46.*

Broadcasters are warned to stick to their rate cards lest they undermine their relationships with advertisers and agencies. Allerton, Morency and Kobak join in admonitions. *Page 50.*

FCC is not discriminating against TV applicants because of their business affiliations, Chairman Rosel H. Hyde tells delegates. *Page 54.*

Members review progress in TV programming ethics, uhf engineering. *Page 58.*

FACTS & FIGURES

Radio revenue (AM and FM) rose 5% for total of $473.1 million in 1952, FCC reports. Income was $62.6 million. Revenues for AM-FM-TV totaled $809.4 million. *Page 65.*

PROGRAM SERVICES

Broadcasters win victory as ASCAP accepts industry's position in battle on local radio co-op announcements. *Page 71.*

GOVERNMENT

FCC and FTC take a sharp look at "bait" advertising on radio and TV with a view to acting on listeners' complaints. *Page 74.*

FEATURES

NARTB's five-city survey on the ingredients that make an AM station profitable, both with and without TV competition, are outlined as reported to delegates in Los Angeles. *Page 86.*

UPCOMING

May 5-8: Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 9: Catholic Broadcasters Assn. Middle Atlantic District Meeting, Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Pennsylvania Assn. of Broadcasters Annual Convention, Bedford Springs Hotel, Bedford.

(For other Upcomings, see page 118)

Any Advertiser

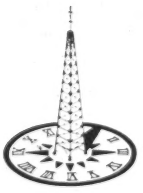
CAN

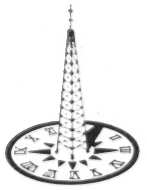
and most advertisers

SHOULD

use

SPOT RADIO





REPRESENTED NATIONALLY BY

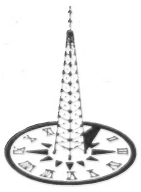
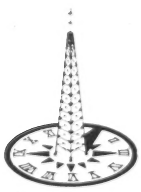
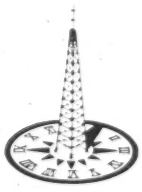
EDWARD PETRY & CO., INC.

SPOT RADIO COMES IN MANY SIZES

depending on the emphasis you want on your product, you can buy

- ★ a one-hour show once a week
- ★ a 15-minute news show 5 days a week
- ★ a 5-minute weather report 6 days a week
- ★ six participations a week in a leading *local* woman's show
- ★ selected minute availabilities in top listening high-rated local live programs
- ★ a saturation of chainbreaks carefully scheduled to hit top listener audiences

First find your market problem and see what you can afford to spend on advertising and sales, then work in one of the combinations (there are many more!) on any of these great stations.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis, St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WABC	New York	ABC
WTAR	Norfolk	NBC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

NOW YOU CAN COVER ALMOST

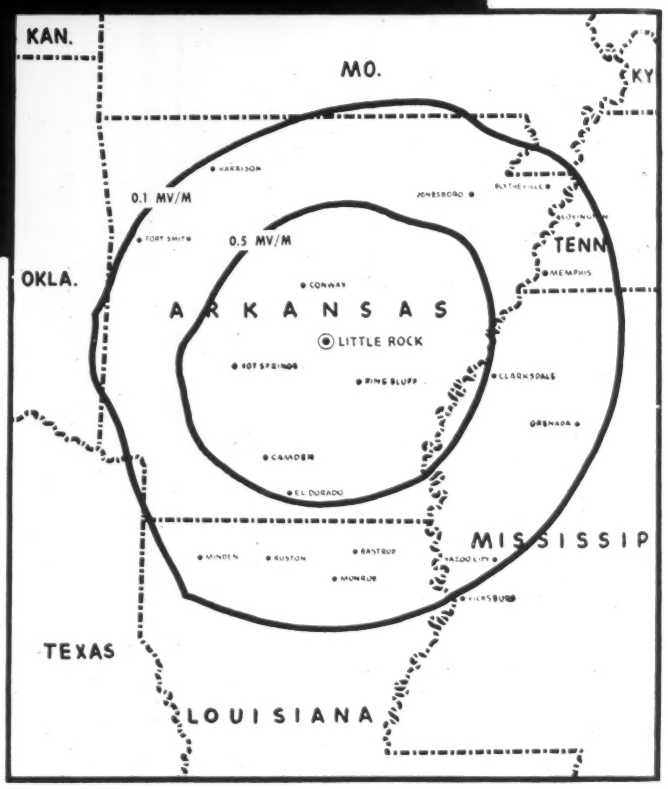
ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)



- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

XUM

at deadline

Friday Convention Panel Features FCC Members

EDUCATIONAL TV, FCC's workload and time-tables, TV satellite stations, community antennas, and ways to get Congress to boost FCC's budget were among problems explored by three FCC commissioners in give-and-take panel session with broadcasters at NARTB Convention Friday.

Comr. George Sterling said FCC staff is investigating "legal aspects" of community antennas, implying common carrier problem may be involved, while Comr. Frieda Hennock voiced serious concern that community antenna systems, by exporting metropolitan vhf stations' programs to small communities, might impede development of uhf outlets in such communities. In answer to another question, Comr. Robert T. Bartley estimated it would be "summer" before FCC can finalize its plan to "cut to the bone" number of contracts and other papers which broadcasters must file with commission.

Answering broadcaster's question as to how industry can help FCC solve its workload problem, Comr. Bartley noted that FCC is required to support Budget Bureau's estimate of FCC needs, and expressed confidence additional personnel would be available soon. Comr. Hennock voiced hope broadcasters would write their congressmen to aid FCC's budgetary plight.

Miss Hennock, pursuing educational TV question, conceded educators have been "naive" —else they would have been in educational TV from beginning, she said—but said broadcasters, too, would be "naive" to try to stand in educators' way.

Fellows Praised for Work

FOLLOWING earlier resolutions (see story page 60), NARTB President Harold Fellows was praised for his administration and for staff esprit de corps. Endorsement was given radio and TV codes as self-regulatory measures.

Convention voted thanks to networks and BMI for providing Thursday banquet program. Convention work of Robert K. Richards, administrative vice president, and C. E. Arney Jr., secretary-treasurer, praised. Vote of thanks given Southern California Broadcasters & Telecasters. H Quenton Cox, KGW Portland, Ore., was chairman of resolutions committee.

Westinghouse Sales Rise

SALES of Westinghouse Electric Corp. in first 1953 quarter were $382,226,000 compared with $323,820,000 in corresponding 1952 quarter, President Gwilym A. Price reported last week to board in New York. Net income for year's first quarter was $16,858,000 against $15,485,000 and net earnings per share equalled $1.04 on 15,765,116 common shares outstanding vs. $0.96 on 15,549,697 shares same period last year. If excess profits tax expires June 30, as scheduled, Mr. Price said net income would be increased to $19,171,000, or $1.19 per common share.

PROGRAM PRAISED

NARTB Convention delegates expressed high praise for organizing job done by Convention Committee in arranging week-long program that ended Friday at Los Angeles. Program was arranged under direction of Clair R. McCollough, Steinman Stations, committee chairman. Other committee members were Jack Harris, KPRC Houston; Henry W. Slavick, WMC Memphis; Howard Lane, KFAC Los Angeles; Hugh B. Terry, KLZ Denver, and Albert Johnson, KOY Phoenix, Ariz.

Small Market TV Called Risky Venture

FINANCING TV stations in markets under 100,000 population is risky venture, was consensus of broadcast engineering conference symposium at NARTB Convention (see story, page 56). Panelists collectively painted black picture pointing out that minimum of $300,000 worth of equipment is necessary for small station, including transmitter, studio equipment and buildings. Operating costs they estimated as from $175,000 to $300,000 yearly, with minimum of 35 to 40 hours weekly costing $18,000. Warning was given that national advertiser would be reluctant to buy station time for such limited coverage, passing up small market for more heavily populated areas. Local advertisers will be enthused about TV until contract time comes along, it was agreed.

Radio-TV Set Production Up

MANUFACTURE of TV and radio receivers for first 1953 quarter totaled 2,259,943 TV and 3,834,784 radio sets, Radio-Television Manufacturers Assn. reported Friday. This compares with 1.3 million TV and 2.3 million radio receivers in same 1952 quarter. Television set production in first three months of 1953 attained 9 million annual rate, while radio production was at 15 million yearly rate. Radio receivers with FM totaled 50,701 in the first quarter this year. In addition, 23,771 TV receivers contained FM facilities.

RTMA estimates for TV and radio set production for first three months of 1953 follow:

	TV	Home Sets	Portables	Auto	Clock	Tot. Radio
Jan.	719,234	361,921	93,962	447,667	189,592	1,093,142
Feb.	703,597	402,742	87,711	491,062	210,924	1,192,439
Mar. (5 wks.)	810,112	442,101	177,656	654,367	275,079	1,549,203
TOTAL	2,259,943	1,206,764	359,329	1,593,096	675,595	3,834,784

DOOR PRIZES

EWELL K. JETT, WMAR (TV) Baltimore, won free RCA TV set at NARTB Convention Friday to add to his collection. Ray Butterfield, WLOX Biloxi, Miss., won General Electric TV set and J. R. Livesay, WLBH Mattoon, Ill., won choice of mountain burro or $50, selecting latter. They were door prizes at closing session.

• BUSINESS BRIEFLY

PINPOINT SPONSOR • Murine Co., Chicago, has signed to participate in Mutual's new "Pinpoint Plan," which permits advertisers to sponsor variety of shows that already are partially sponsored on most of network's stations. Contract, which covers 13-week period starting May 25 and total of 29 broadcasts, calls for sponsorship of *Titus Moody, Van Devanter & The News, Gabriel Heatter, Twenty Questions*, and *Queen For a Day*.

BOXING BOUGHT • Admiral Corp., Chicago, has signed for one-time only sponsorship of International Golden Gloves bouts from Chicago over DuMont Television Network June 16, starting at 10:30 p.m., EDT. Agency: Erwin, Wasey and Co., Inc.

AGENCY NAMED • Home Style Food Products Co., Waterloo, N. Y. (Greenwood's line of vegetables in glass), names Paris & Peart, N. Y., to handle advertising. Donald C. Porteus is account executive.

MAZOLA HALF-HOURS • Corn Products Refining Co., N. Y. (Mazola Salad Oil), buying Ziv-transcribed Guy Lombardo half-hour radio programs for use twice weekly, chiefly in daytime, on stations in eight California markets, starting June 1. Agency: C. L. Miller Co., N. Y.

GF SIX-WEEK SHOT • General Foods Corp., N. Y., planning six-week spot radio campaign in selected small markets, using announcements on Wednesday, Thursday, Friday of each week for Maxwell House Coffee. Agency: Benton & Bowles, N. Y.

SUMMER SHIFT • American Tobacco Co., through BBDO, N. Y., on June 20 moves *Private Secretary*, now on CBS-TV, Sun., 7:30-8 p.m. EDT, to NBC-TV as summer replacement for *Your Hit Parade* (Sat., 10:30-11 p.m.), and puts new film drama series, *Your Play Time*, into *Private Secretary* time on CBS-TV.

More TV Station Starts

REPORTS received late Friday from TV stations beginning operation indicate WKNX-TV Saginaw, Mich., uhf Ch. 57, affiliated with all four networks, will start regular programming tonight (Monday). WLBC-TV Muncie, Ind., which started airing test pattern last Friday night, plans to begin regular programming May 8, including features from all four networks (see early story page 78).

TV Network Grows

AT&T Friday connected WCOS-TV Columbia, S. C., with intercity TV network facilities via new video link with Charlotte-Jacksonville section. TV network programs now available "live" to 131 TV stations in 86 U. S. cities according to phone company's count.

Going Steady with a "Billion Dollar Baby"

"Speedy" keeps steady company with a charming lady who will purchase a billion dollars' worth of merchandise this year. His words of wisdom are listened to attentively and his advice is followed emphatically.

"Speedy" **TV**isits with her in the living room during her moments of leisure, **AM**uses her in the kitchen while she prepares lunch, and even accompanies her when she drives to the shopping center.

For years, the advertiser wishing to convey his sales message to rich "Miss Toledo Market", has learned that, entrusted to "Speedy's" care, his message will definitely find a receptive audience with this "Billion Dollar Baby".

WSPD AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES MGR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

Dismissals Highlight FCC's Friday Activity

DISMISSALS highlighted FCC TV actions Friday. Two were in cases contested by one other applicant and one was unopposed. Stock control of KAFY-AM-TV Bakersfield, Calif., is gained by Sheldon Anderson and his mother in new transfer, subject to Commission approval. No new TV grants were issued late in week but one new bid, for vhf Ch. 12 at Providence, was filed Friday.

Three TV Dismissals

WNEB Worcester, Mass., petitioned for dismissal without prejudice of its uhf Ch. 14 bid which would leave uncontested pending application of Salisbury Bcstg. Corp. for same channel. WNEB feels uhf would be difficult to develop in market which now is receiving multiple improved vhf signals from nearby Boston and Providence.

FCC Friday dismissed Lindsey TV Co. bid for vhf Ch. 5 at Lubbock, Tex. Move leaves Plains Radio Bcstg. Co. (KFYO) application unopposed. Commission also dismissed Southwestern Bcstg. Co. (WAPF) uncontested bid for uhf Ch. 31 at McComb, Miss., leaving channel open.

Files for Providence

Greater Providence Bcstg. Co., Providence, R. I., requests vhf Ch. 12 with effective radiated power of 50 kw visual and 26.6 kw aural; antenna height above average terrain 518 ft. Seventeen local principals, all holding less than 10%, include Charles G. Taylor and Robert T. Engles, part owners of WHIM Providence and WORC Worcester. Cherry & Webb (WPRO) and Hope Bcstg. Co. also are applicants for Ch. 12 there.

KAFY-AM-TV Stock Sale

KAFY-AM-TV Bakersfield, Calif., transfers control as Sheldon Anderson (16—2/3%) increases holding to 43—1/3%, pending FCC approval. Mr. Anderson's mother owns 16—2/3%. John P. Hearne, KAFY legal counsel, buys 25% and Charles Thieriot, general manager, KRON-TV San Francisco, buys remaining 15%. Consideration is $60,000 each to George Crome and R. F. Harlow, who withdraw.

TV Changes Approved

Following TV stations were granted power changes and STAs:

KTVH (TV) Hutchinson, Kan.—Granted ERP boost on vhf Ch. 12 from 115 kw visual and 58 kw aural to 180 kw visual and 91 kw aural.

KROC-TV Rochester, Minn.—Issued STA to commence commercial operation on vhf Ch. 10, effective May 25-Sept. 14.

WIL-TV St. Louis—Granted ERP boost on uhf Ch. 42 from 79 kw visual and 46 kw aural to 170 kw visual and 89 kw aural.

KELO-TV Sioux Falls, S. D.—Issued STA to commence commercial operation on vhf Ch. 11, effective April 29-Oct. 29.

WTVT (TV) Chattanooga — Granted ERP change on uhf Ch. 43 from 275 kw visual and 140 kw aural to 240 kw visual and 125 kw aural.

WHBQ-TV Memphis—Granted ERP boost on vhf Ch. 13 from 240 kw visual and 120 kw aural to 316 kw visual and 160 kw aural.

KNUZ-TV Houston — Granted ERP change on uhf Ch. 39 from 100 kw visual and 60 kw aural to 89 kw visual and 50 kw aural.

KBCD-TV Lubbock, Tex.—Granted STA to commence commercial operation on vhf Ch. 11, effective April 28-May 8.

WKNX-TV Saginaw, Mich.—Granted STA to commence commercial operation on uhf Ch. 57, effective May 1-May 11.

AM Ownership Shifts

WKSR Pulaski, Tenn., is sold to James R. Stephens, concrete manufacturer, for $60,000. Seller is Richland Bcstg. Co. (Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased). Negative control of WTNT Tallahassee, Fla., is acquired by Emmanuel Joanos (13.4%) through purchase of 36.6% interest of Frank W. Pepper. Consideration is $30,066. Frank W. Hazelton retains negative control. Both transfers are subject to FCC approval.

Two New AM Bids

B. F. J. Timm (WDMG Douglas, Ga., and stockholder in WMFS Chattanooga, WLBS Birmingham and WGAA Cedartown, Ga.) applies for 1280 kc, 1 kw day in Jacksonville, Fla. Bid for Wilmington, Del., 900 kc, 1 kw daytime, was filed by Rollins Bcstg. Co. (WJWL Georgetown, Del.).

EDUCATIONAL AID

MINIMUM offer of $10,000 per year for five years toward operating costs of San Antonio educational TV station was made by Hugh A. L. Halff, president of WOAI-AM-TV San Antonio, and accepted by San Antonio Council for Educational Television, which plans to file for reserved vhf Ch. 9 in San Antonio this month. Council also received free offer of surplus equipment from Storer-owned KEYL (TV) San Antonio, and free legal services by firm of San Antonio attorneys. Mr. Halff offered services of WOAI-TV staff members.

Transmitters Shipped

THREE 25 kw vhf transmitters, one 10 kw vhf transmitter and one 1 kw uhf transmitter shipped last week, RCA Victor Div., Camden, N. J., said Friday. WLWT (TV) Cincinnati, WLWC (TV) Columbus, both in Ohio, and WAGA-TV Atlanta, Ga., will receive 25 kw amplifiers which will boost their effective radiated powers to 100 kw visual. WBEN-TV Buffalo, N. Y., will get 10 kw vhf transmitter which will increase its ERP to 100 kw visual. Uhf transmitter, with output of 1 kw visual, sent to WICA-TV Ashtabula, Ohio, post-thaw grantee.

'Mr. President' Honored

ABC radio's *Mr. President* series (Wed., 9-9:30 p.m.), starring Edward Arnold and depicting incidents in lives of American Presidents, on Friday was presented with Veterans of Foreign Wars' Award of Merit. Award was presented to Raymond Diaz, national program director for ABC radio, by VFW Commander in Chief James W. Cothran and Vice Admiral Leland P. Lovett, U.S.N. Ret.

PEOPLE

ROBERT K. EDMONDS, vice president and account supervisor with Young & Rubicam, Chicago, named vice president of McCann-Erickson, Detroit, as account supervisor on Chrysler Div. account. Mr. Edmonds' appointment is part of move to strengthen preparation for increased competition in automotive field, according to **MARION HARPER Jr.,** Mc-Cann-Erickson president.

H. WARD ZIMMER, executive vice president of Sylvania Electric Products, elected president, succeeding **DON G. MITCHELL,** who becomes chairman of board. **W. BENTON HARRISON,** Sylvania treasurer, elected vice president in charge of finance, new post.

HARRY C. ROCKER and **LEWIS P. OGLE,** art director and account executive, respectively, of H. B. Humphrey, Alley & Richards, N. Y., have been elected vice presidents.

HORACE J. ELIAS, radio-television program producer for last 23 years, joins Kaufman-Strouse Advertising, Baltimore, as account executive and radio-TV director.

FCC COMR. E. M. WEBSTER appointed chairof U. S. delegation to International Telegraph Consultative Committee, Arnhem, Netherlands, May 26-June 13, State Dept. confirmed Friday.

CAB Support of TV Control Blasted by Ex-Director

CANADIAN Assn. of Broadcasters' support of stand taken by parliamentary radio committee on subject of TV station control in that country has been denounced by George C. Chandler, president of CJOR Ltd., Vancouver, and past director of CAB, as strengthening government's monopoly.

Mr. Chandler charges CAB "prevailed upon its own trade association to 'butter up' the government at this time." Adding that "government policy has discriminated against Canadian TV set owners, talent and business by delaying the development of Canadian television at least six years behind that of the U. S.," he stated CAB action indicates the strong governmental control of radio-TV.

Declaring he cannot go along with CAB action, Mr. Chandler is prepared to solicit members to oppose the policy he believes "reduces channel efficiency in the settled areas of Canada and thereby reduces the potential total of television stations in major markets."

KBS Adds Affiliates

KEYSTONE Broadcasting System Inc., Chicago, added 12 new affiliates, bringing total to 652, Blanch Stein, director of station relations, said Friday. Stations are:

WMFC Monroeville, Ala.; KVSA McGehee, Ark.; KAFP Petaluma, Calif.; WGLS Decatur, Ga.; KRIG Cedar Rapids, Iowa; KFAD Fairfield, Iowa; KWSK Pratt, Kan.; KNUJ New Ulm, Minn.; KNIM Maryville, Mo.; KLMS Lincoln, Neb.; KBYE Oklahoma City, Okla., and KCLW Hamilton, Tex.

Guild Reports Sales

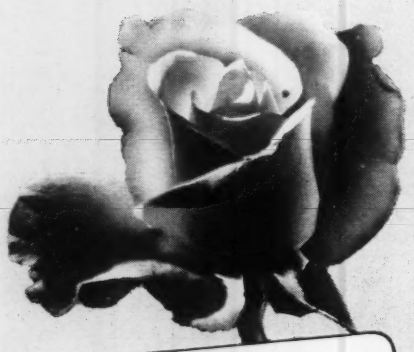
GUILD Films, N. Y., reported Friday that *Liberace*, half-hour film series, has been sold in five additional markets, bringing total to 48. Latest sales are to First Federal Savings and Loan Assn., Miami; First National Bank, Mobile; Lee County Bank, Ft. Myers, Fla.; WSUN-TV St. Petersburg, Fla., and Columbus (Ohio) National Bank.

WXYZ TV

Detroit,

Congratulates

Detroit's Largest Jewelers . . .



Rose

JEWELERS

Motion Picture Academy

Now Starting Its 4th YEAR* on Television!

exclusively on

WXYZ TV

Channel 7

4 Feature Films per Week!

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

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John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Here are the facts about . . . .

WJTV

Mississippi's First Television Station

Through-the-day programming?

Yes . . . Three months ago WJTV "hit the air," and already Mississippi's enthusiastic viewers watch programming that begins each day at ten o'clock in the morning and goes straight on through to midnight.

Local live programming?

Yes . . . The live programs that WJTV is producing . . . *with multiple-camera operation* . . . number more than 30 a week, plus regularly scheduled weekly remotes.

Interconnected network programming?

Yes . . . Eight of the nation's ten most-watched shows, according to Videodex's March ratings, are carried by WJTV.

Wide circle coverage?

Yes . . . The Product Performance Division of Philco Corporation determined in a survey throughout the area that WJTV is being received . . . and clearly received . . . 50 miles away in *all* directions from the broadcasting site.

Audience approval?

Yes . . . Proof that viewers are enthusiastic about the entertainment WJTV is bringing them is the continuing large increase in number of sets. From fewer than 5000 just prior to the time WJTV began operations, the number of sets in the area has increased to more than 15,565, according to WJTV's monthly independent agency survey of distributors and leading dealers.

Industry-wide acceptance?

Unquestionably . . . Reaching *most* of the viewers *most* of the time, and *all* of the viewers *much* of the time, WJTV's operation has proved to the industry that it gets results . . . profitable results . . . for foremost national spot, network, regional and local advertisers.

There are the facts . . . and the result they add up to is this: WJTV is giving Mississippi's viewers and America's leading national spot and network advertisers UHF INTERFERENCE-FREE PICTURE PLUS VHF COVERAGE.

WJTV UHF CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

The sun shines bright on WMCT, Memphis

205,000

TV homes in Memphis area

According to latest distributors' figures WMCT reaches more than 205,000 homes in the 2 billion dollar mid-South market.

Average Hooper 7 AM-12 Noon **13.2%**

Cost per thousand homes **$1.92***

In the morning, average homes reached are 27,060

*This figure is based on Class "D" minute rate.

Average Hooper 12 Noon-5 PM **21.4%**

Cost per thousand homes **$1.78***

In the afternoon, average number of homes reached is 43,870.

*Based on Class "C" minute rate.

Here's proof that if you are selling the Memphis market, your best advertising buy, dollar for dollar, is WMCT.

National Representatives The Branham Co.

Channel 5 • Memphis

Affiliated with NBC

Owned and operated by THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY TV Station

WMC WMCF WMCT

HAMLET

NBC-TV, Sunday, April 26, 3:30-5:30 p.m. EDT.
Sponsored by Hallmark Greeting Cards.
Agency: Foote, Cone & Belding.
Approx. Production Cost: $50,000.
Produced by: Maurice Evans Productions.
TV Adaptation: Mildred Freed Alberg and Tom Hughes Sand.
NBC-TV executive producer and director: Albert McCleery.
Production supervisor: George Schaefer.
Cast: Maurice Evans, Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones, Wesley Addy, William Smithers, others.

A RETROSPECTIVE consideration of Maurice Evans' televised *Hamlet* affirms the original conviction that it was a superb *tour de force* by Mr. Evans and a generally rewarding adaptation of Shakespeare to the most modern platform. It also emphasizes the pioneering nature of the work which was not so apparent in the immediate spell of the performance.

It is not to profane the memory of an extraordinary event to say that if Mr. Evans and his same cast were to undertake another television presentation of *Hamlet*, as it is to be fervently hoped they will, they would be able to improve upon this first venture into the most trying of all dramatic media. The intricacies of a live TV production of such magnitude are appalling. It was inevitable their effects would

SARAH CHURCHILL, MAURICE EVANS

be felt by the production staff and the cast. The stage hand who wandered through the set during one of Hamlet's speeches may be excused under the taxing circumstances.

One must assume that the technical demands of television were responsible for the uneven playing of Ruth Chatterton and Joseph Schildkraut in the pivotal roles of Queen Gertrude and King Claudius. The professional abilities of both have been repeatedly demonstrated in other media, but neither seemed at ease April 26.

Miss Chatterton's and Mr. Schildkraut's lusterless characterizations suffered additionally by comparison with the uniformly competent performances given by other players. Sarah Churchill was a completely satisfactory Ophelia. (Perhaps it is significant that she is experienced in television drama.)

Needless to say, Mr. Evans had his own job under complete control. Only in one scene, and that unfortunately the last of the play, did he forget the merciless curiosity of the television camera. As the captains carried the dead Hamlet from the court, the camera zoomed in for

a close-up and found Hamlet blinking under the lights.

The adaptation by Mildred Freed Alberg and Tom Hughes Sand, though leaning heavily on the editing done in World War II when Mr. Evans played a shortened *Hamlet* to G.I. audiences was an ingenious work of its own. Despite the excision of entire scenes from the original play, the television *Hamlet* gave no appearance of a condensation, except perhaps to the Shakespearean student.

The production and direction of Albert McCleery and George Schaefer were imaginative but unobtrusive. Settings, lighting and camera work gave fluidity to the play without straying too far from classical presentation.

To Hallmark Greeting Cards, NBC-TV, Mr. Evans and associates the television audience owes a vote of thanks. Despite the flaws inherent in this pioneer production, it is to be hoped that TV has not said a permanent good bye to the sweet prince or to the many other imperishable characters whom Shakespeare invented and who, it now is proved, can be as lively on a 21-inch screen as they were in the Globe Theatre.

* * *

BOB AND RAY SHOW

NBC-TV, 7:30-45 p.m. Mondays, EDT.
Director: Grey Lockwood.
Writers: Bob Eliot and Ray Goulding with additional material by O. Leo Leahy.
Background Organ Music: Paul Taubman.
Announcer: Bob Denton.
Cast: Bob Eliot and Ray Goulding with Audrey Meadows.
Origination: New York.

NOT too long ago, radio audiences and subsequently TV fans took a shine to Bob Eliot and Ray Goulding, a team whose stock-in-trade is serving up double doses of comedy in the dead-pan tradition. Last Monday evening, Bob and Ray started a new sustaining quarter-hour show on NBC-TV. If you like your comedy on the quiet, effortless side, the *Bob and Ray Show* will be around each Monday to help take care of your entertainment needs.

The format of the new series will be as flexible as Messrs. Eliot and Goulding choose to make it, since they write as well as star in the show. On the first program, viewers got a fair cross-section of their style—a demonstration of a new and designedly confusing parlor game for restless souls at a total loss when the TV set goes on the blink; a parody on a television sportscaster whose current crusade pitted him against alarmists who alleged that water skiing was fixed (!), and a dramatization of a teen-age problem written to the Eliot-Goulding teen-age clinic by a parent in search of a solution for her offspring's momentary crisis.

There was time for a commercial too. An authoritative announcer, obviously sold on what he was selling as successful announcers must be, stressed the urgent need for people in his audience to use wrappers to dispose of chewing gum because it's messy to get out of the rug etc. etc. And so it went.

In the writing and presentation of their material, both performers, who use the underplay technique to its best advantage, show tremendous intuition into the obvious—a comedy trick that accounts in large measure for their appeal. Humor in a show such as this springs from intense, serious treatment of a basically ridiculous situation. If forthcoming programs follow the general pattern of the first telecast, the *Bob and Ray Show* will continue to have its humorous moments.

This is Mr. A. P. Weed

This is what he says

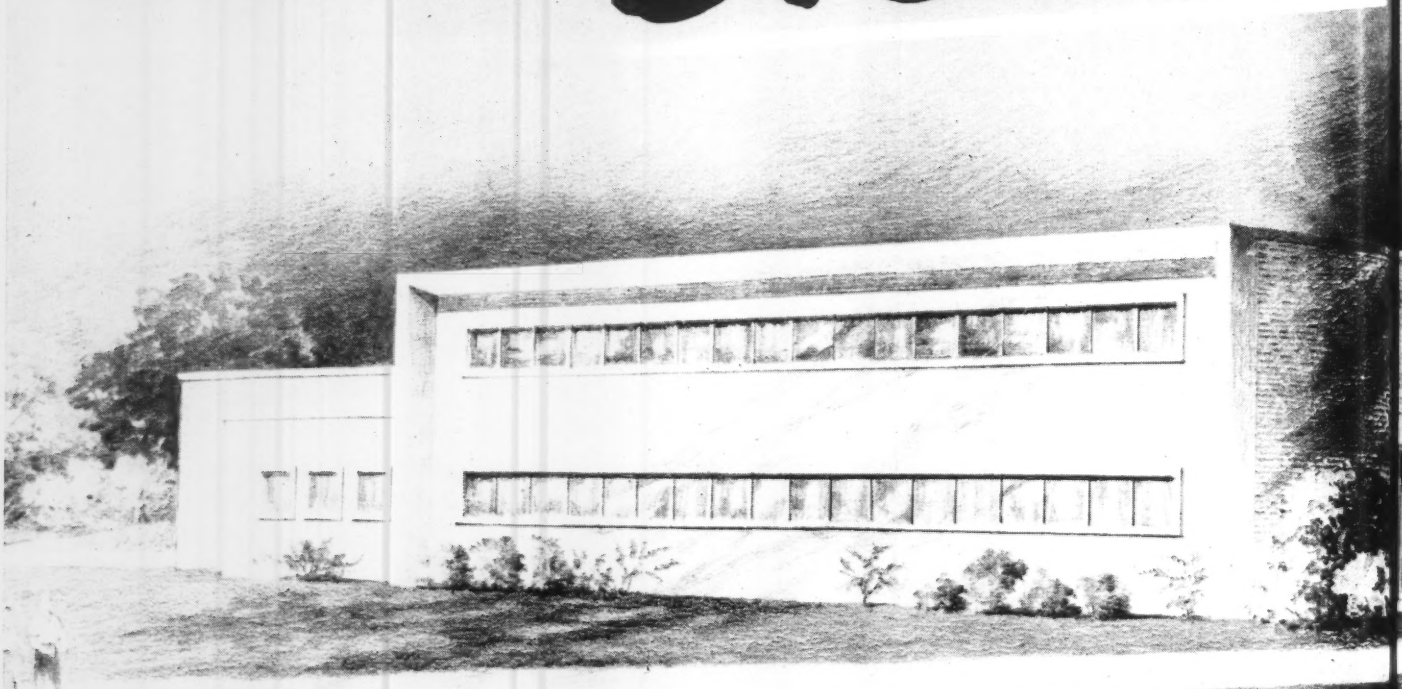
"The Covington County Bank (of Andalusia, Alabama, of which he is president) *is in its second year of sponsoring Fulton Lewis, Jr., on WCTA. During the period of our sponsorship, our deposits have practically doubled. We feel that Mr. Lewis has contributed immensely to our increased business. We also believe that in continuing our sponsorship we will continue to create new users of our service."*

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BUILT BY EXPERIENCE.

KPRC-TV BIGGER a



Only *ONE* can be ***FIRST*** and in Houston it's ***KPRC-T***

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

KPRC-TV

Channel 2 - Houston

NBC • CBS • ABC • DUMONT

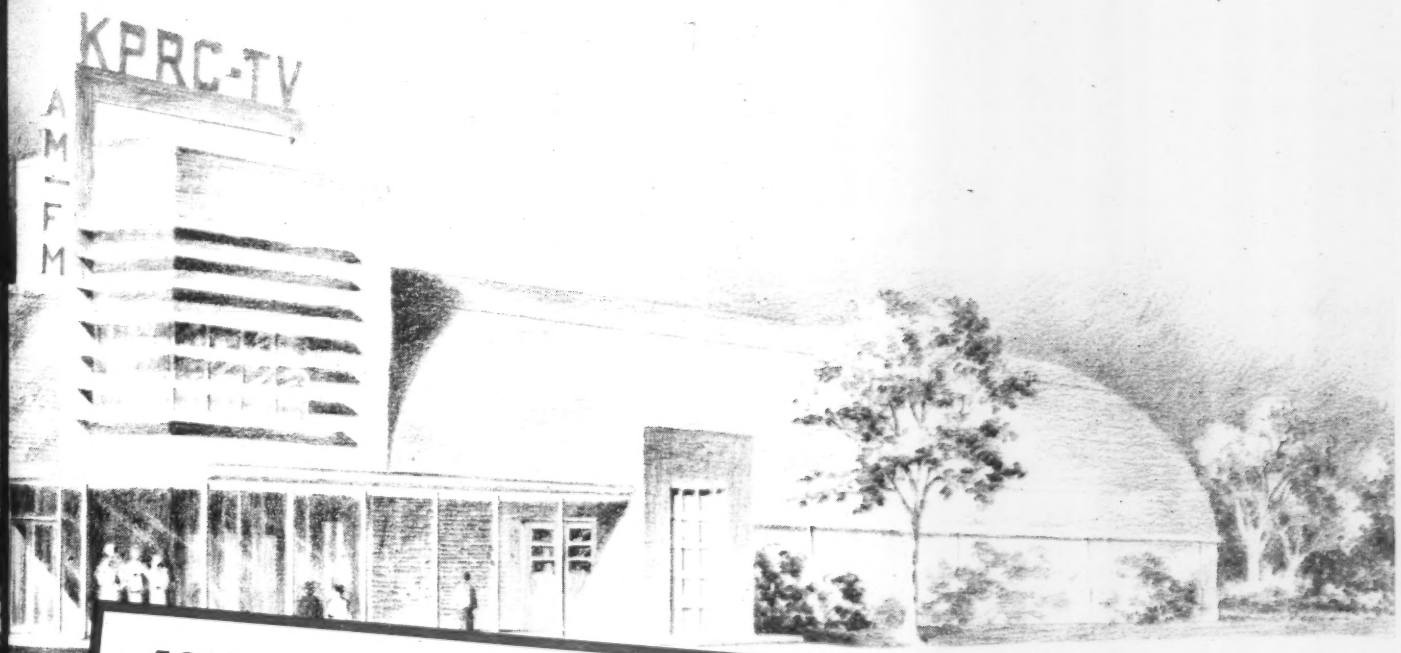
JACK HARRIS, Vice President and General Manager

Nationally Represented by **EDWARD PETRY AND CO.**

XUM

. . BACKED BY POWER★

and BETTER!



40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS
A garden studio for outside shows
An audience-participation studio seating 200 people
4 radio studios
Doorways in all television studios, large enough to admit automobiles
3 rear screen projectors — one for each studio
12 microphones in each studio
3 film previewing studios
Viewing booths over each studio
Complete audition facilities
Separate controls for directors and engineers
Three "memory booths" for announcers and actors
4,000 square feet of prop room space

★ COMING SOON!

New 750-ft. tower
100,000 Watts

KPRC-TV is now telecasting at 65,000 watts of power . . . will complete new 750-foot tower and telecast at maximum 100,000 watts sometime in June.

DETROIT PUBLIC LIBRARY

XUM

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST

ARKANSAS' FIRST
and ONLY
TELEVISION
STATION

KRTV

CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.

LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.

J. Frank Gilday

on all accounts

J. FRANK GILDAY, vice president and radio-television director of Cecil & Presbrey Inc., New York, is no mail room boy-to-vice president agency executive. In fact, he didn't get into the business until he was 32.

He attained his present position by a circuitous route—as a construction engineer for a New York building company, various sales and buyer jobs with Macy's department store in New York, and as an account executive with an agency a colleague at Macy's had formed.

Mr. Gilday brings to the job of supervising a staff of 25, which handles such accounts as the Whitehall Pharmacal Co., Sylvania Electric Co. and the Electric Auto-Lite Co., a realistic approach that mirrors his background. He has a deep understanding of costs, ingrained from his engineering training, and an insight into "grassroots" sales approach acquired during his four years at Macy's.

A graduate of the U. S. Naval Academy at Annapolis in 1927, Mr. Gilday was an engineer until 1932 when the depression, as he put it, persuaded "me to seek out a field with a future." That future involved Thomas J. Maloney, whom he met while at Macy's. Mr. Maloney, now executive vice president of Cecil & Presbrey, was a classmate of Mr. Gilday's.

In 1936, Mr. Maloney formed an advertising agency, T. J. Maloney Inc., and hired Mr. Gilday as one of his first employes. His first assignment was not to get new business or service an account but to open a retail paint store in New Rochelle, N. Y., because the agency had the Sherwin-Williams account.

It was during World War II that Mr. Gilday had his first brush with radio. He was called back into the Navy shortly after Pearl Harbor and served until late 1945, principally as an officer in charge of recreation for Navy personnel. He worked closely with the Armed Forces Radio Service.

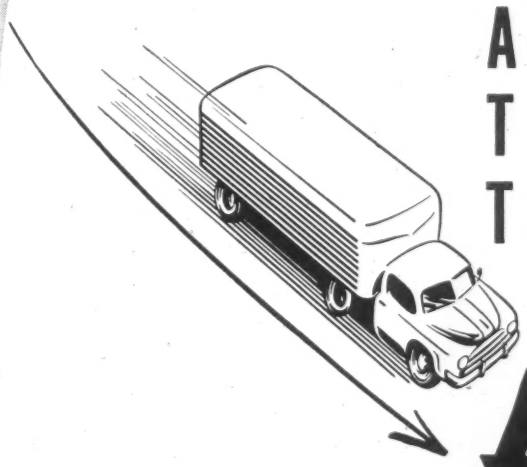
After his release from the service, he became an account executive with the Newell-Emmett agency, with which T. J. Maloney Inc. had joined forces. In early 1950, together with Mr. Maloney, he became associated with Cecil & Presbrey as Auto-Lite account executive. He was named radio-TV director in 1951 and vice president shortly thereafter.

Mr. Gilday is a true blue New Rochelle citizen, where he was born in 1904. He attended New Rochelle High School and still lives in the city with his wife, the former Genevieve Carberry. They have a daughter, Joan, 17, who will be graduated in June from the Ursuline Academy in New Rochelle.

Standard Electronics Corporation

delivers

ANOTHER TELEVISION TRANSMITTER



AHEAD *of schedule*

MORE POWER to WAFM-TV

CHANNEL 13
Birmingham, Alabama

VISIT OUR EXHIBIT AT THE NARTB CONVENTION LOS ANGELES

Standard Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD SE ELECTRONICS

VHF-UHF TV TRANSMITTERS

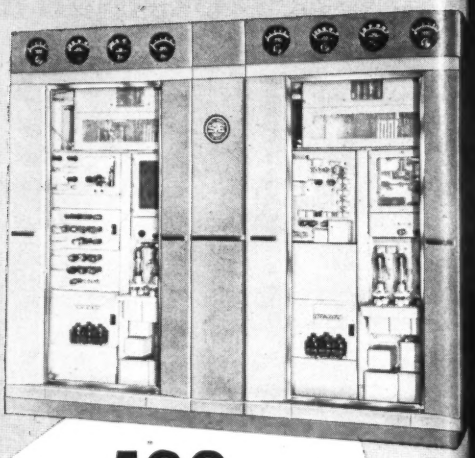
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the

Money-Saving and

Design Features

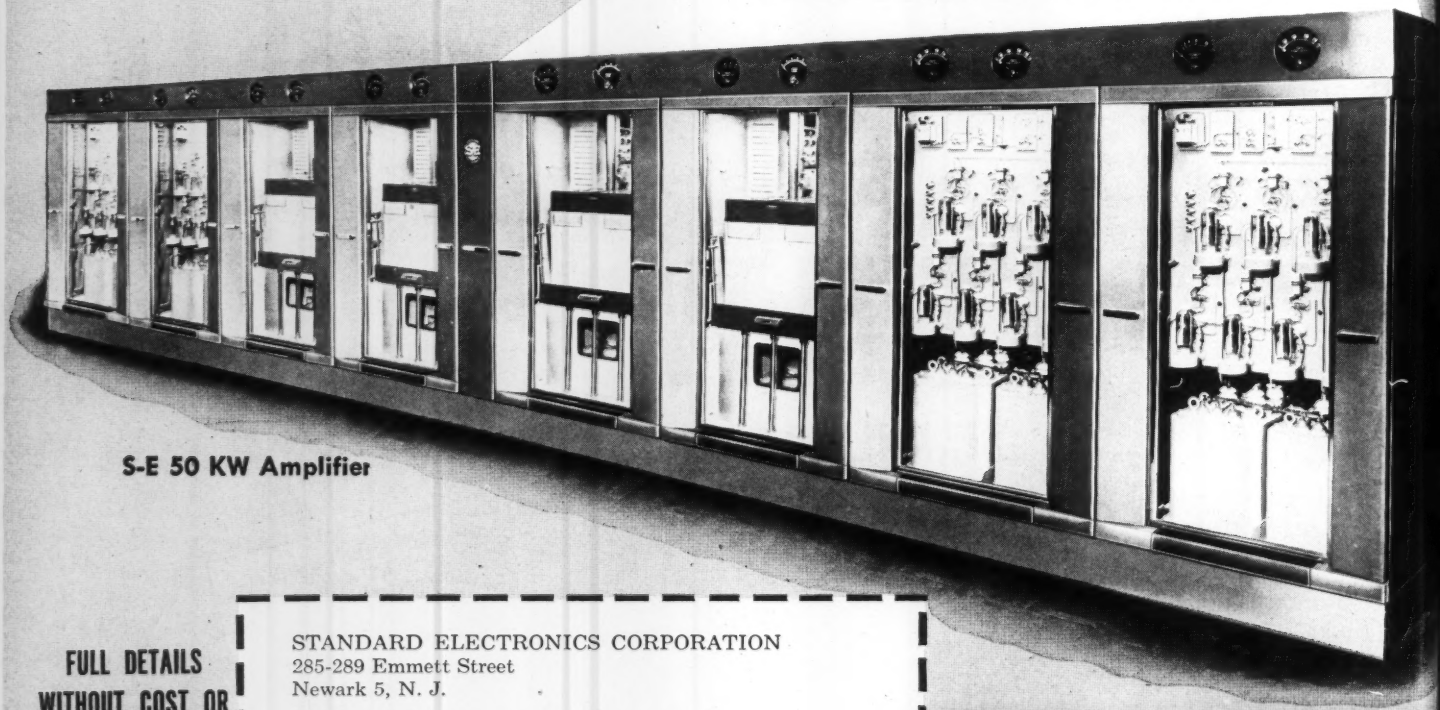
you have looked for!



500 WATTS

e-x-p-a-n-d-a-b-l-e to

50 KILOWATTS



S-E 50 KW Amplifier

FULL DETAILS WITHOUT COST OR OBLIGATION

•

FILL IN COUPON AND RETURN

TODAY ➡

STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
Newark 5, N. J.

I would like more information on the Standard Electronics Add-A-Unit TV Transmitter.

VHF..... UHF..... Amplifiers.....

Name..... Title.....

Address.....

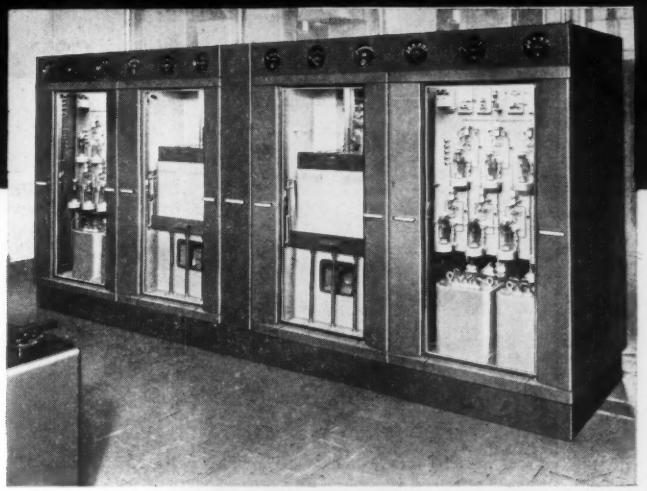
City..... Zone..... State.....

Standard E

28

XUM

Put You on The Air QUICKER!



Standard Electronics high power 20 KW Amplifier installed at WOR-TV Channel 9, New York, September, 1952.

S-E Money-Saving Features

✔ MINIMUM STATION PACKAGE

Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, *order* a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

✔ EXPANDABLE

The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

✔ S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline . . . "U" . . . "L".

✔ LOWER TUBE COSTS

Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

S-E Design Features

✔ TRANSMITTER

Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

✔ INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

✔ VERSATILE

S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

✔ SELF-CONTAINED

Compact, completely self-contained . . . no external blowers or transformer vaults needed.

✔ ACCESSIBILITY

All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

Visit our exhibit at the NARTB Show, Los Angeles

Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD S-E ELECTRONICS

XUM

America's Best Buy:

150 years ago this Spring the U. S. closed its biggest real estate deal — the Louisiana Purchase. (Louisiana's mineral products alone, in one year, are worth more than 26 times the price paid for the entire Louisiana Purchase—which included part or all of 13 states.)

Baton Rouge's Best Buy:

WJBO

—to reach

the market

where

every index is up

—and where

population

has grown

250%

in a decade.

NBC's 5,000 watt affiliate. Associated with the State-Times and Morning Advocate.

National reps:
George P. Hollingbery Co.

WJBO
WBRL (FM)

... that's what you like about the South

OPEN MIKE

Travel Note

EDITOR:

. . . In my travels throughout the country, I find your magazine on the desks of the exectives in the advertising agencies as well as in the television stations. I feel that you are doing a swell job, and the only further suggestion that I can make is that you continue pounding in your editorials for more showmanship in the presentation of TV shows.

Sam Nathanson
Vice President in Chg. of Distribution
Helen Ainsworth Corp.
Beverly Hills, Calif.

Love That Log

EDITOR:

All over town I see [copies] of BROADCASTING • TELECASTING's TV [network] log pinned up on bulletin boards. Obviously these are reprints and we'd dearly like to have some in our publicity and TV departments. Can you fix?

Franklin E. Brill, Director
Public Relations Dept.
Cecil & Presbrey
New York

[EDITOR'S NOTE: Yes.]

Target Dates

EDITOR:

It has been noticed that for some unknown reason, we have been omitted from your list of new grantee commencement target dates.

KTVE-TV will go on the air July 20. . . . If we may be re-established in this information column, we will appreciate it very much.

William M. Morrow
Commercial Manager
KTVE-TV Longview, Tex.

[EDITOR'S NOTE: All TV construction permits granted up to press time of the TELECASTING YEARBOOK were listed in the YEARBOOK and removed from the target date listing in the weekly magazine, as a means of reducing the length of the weekly listing which was becoming unmanageably long. KTVE-TV was one of many in that category.]

Seminar for Customers

EDITOR:

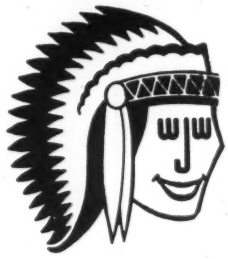
. . . We're in a community where a TV CP has been granted. We place business in quite a few other similar markets. The TV business we have placed in the past has been quite small and quite simple. We realized we know nothing about this medium except what we had gleaned from watching, reading. We could talk the lingo, but we didn't know anything.

My art director and I have just completed an informal three-day seminar in Salt Lake City. We (and two staff members of the Cline Agency, Boise) met the staffs of both KDYL-TV and KSL-TV through the courtesy of R. T. Harris Agency of Salt Lake.

It's probably an old story to many good TV stations, but it opened our eyes. In addition to learning much that was new, we also profited in other ways. We had made some plans already for the advent of TV in our markets. Now these plans have been radically changed or junked. We saved the costs of our three-day junket more than five times over just from equipment we have planned to buy—equipment we now realize we do not need . . .

We'd like to tell everybody of the wonderful cooperation we got from the people at both Salt Lake City TV stations.

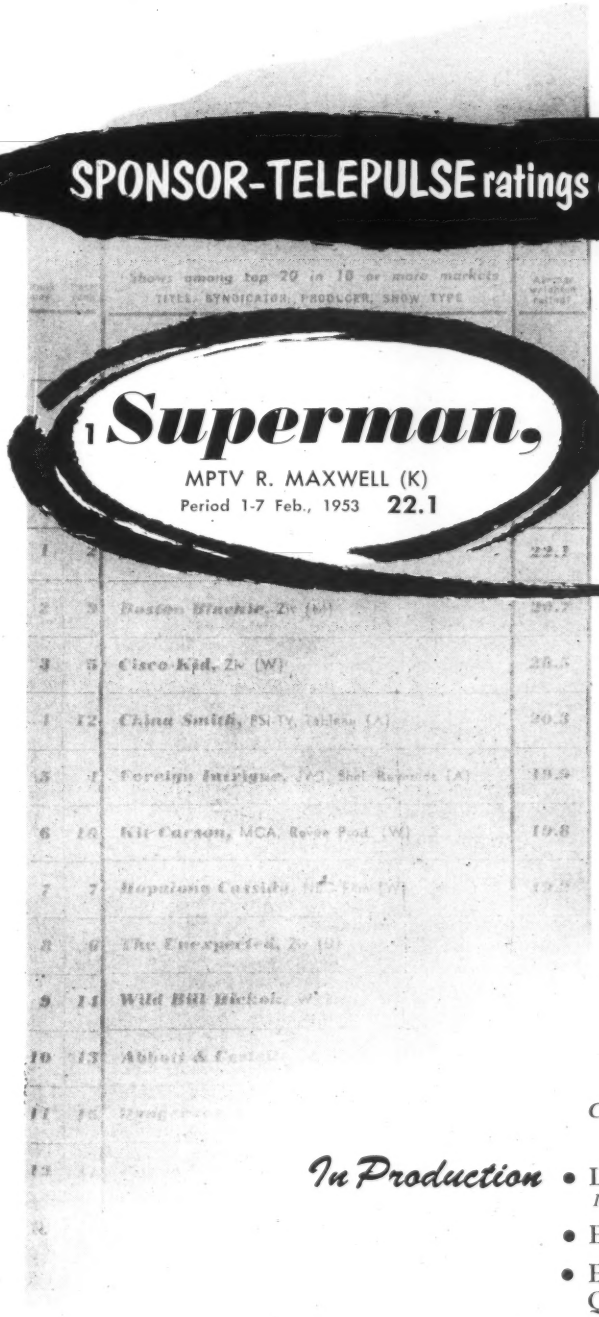
Thomas C. Wilson
Thomas C. Wilson Agency
Reno, Nev.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

SPONSOR-TELEPULSE ratings of top spot film shows


Shows among top 20 in 10 or more markets
TITLE, SYNDICATOR, PRODUCER, SHOW TYPE
1 Superman,
MPTV R. MAXWELL (K)
Period 1-7 Feb., 1953 22.1

No.1

produced by
ROBERT MAXWELL

renewed for
104 WEEKS by KELLOGG

thru
LEO BURNETT CO., Inc.

Current MAXWELL Productions

In Production
- LASSIE *(In color)*
  In Association with Clarence Eurist
- EVENING BENEDICTIONS
- ENCYCLOPÆDIA BRITANNICA QUIZ LIBRARY

In Preparation
- HOUSE OF MYSTERY
- NATIVE LAND
- THE YOUNG REVEREND

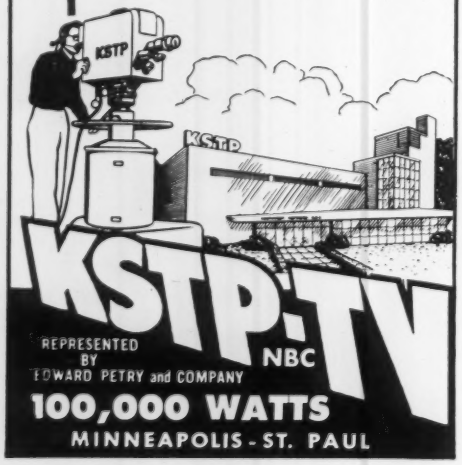
NEW YORK: 480 Lexington • PLaza 9-5700
HOLLYWOOD: Goldwyn Studios • GRanite 5111

ROBERT MAXWELL ASSOCIATES
RADIO and TV PRODUCERS

XUM

IN THE
Upper Midwest...

. . . whether you sell
kickshaws to kids,
winkies to women,
or mix to men,
you'll reach more
of 'em more often,
more economically
with a KSTProduced
television show!



our respects

to CLINTON BURT OLIVER

FREQUENTLY referred to as the agency's trouble-shooter, Clinton Burt Oliver, vice president in charge of Hollywood operations of Foote, Cone & Belding, entered the advertising business back in 1930 when his knowledge of radio was limited to twisting a dial.

Today his manifold responsibilities include supervising production on such network shows as CBS Radio's *Hallmark Radio Hall of Fame*, sponsored by Hall Bros.; CBS Radio's *Bakers Star Theatre*, sponsored by American Bakers Assn., and the Columbia Pacific Regional Network's *Rocky Jordan*, sponsored by General Foods Corp. In addition, he works on development of new radio-TV shows for the agency's eastern offices, plus presentations in those media for prospective sponsors. And he'll take on any difficult assignment at the drop of a hat.

Quick to pounce upon anything that might undermine and destroy the public's confidence in advertising, Mr. Oliver is most explosive on the subject of pitch deals.

He declares that agencies and their clients who recognize the value of sound advertising practices reap greater and more permanent benefits than those who depend upon unsavory methods to get a "doubtful fast buck."

Jacksonville Background

Mr. Oliver was born in Webb City, Mo., on Aug. 29, 1908. His family moved to Jacksonville, Fla., where he received his early education, graduating from Duval High School in 1926.

With business administration and finance as majors, Mr. Oliver enrolled at Northwestern U., Evanston, Ill., the following spring. He also went to work for A. W. Shaw Co., Chicago publishing firm. A merger of that firm with McGraw-Hill a year later resulted in his transfer to New York as assistant circulation manager, handling direct mail campaigns for various publications.

Wishing to continue his education at Northwestern, he returned to Chicago a year later and became office manager for Balaban & Katz Corp. When the theatre chain moved its headquarters to New York a year later, Mr. Oliver elected to remain in Chicago.

With a background which he felt fitted him for the administrative end of the advertising business, he convinced Lord & Thomas executives that he would be a valuable asset to the firm. He joined the agency as assistant to the treasurer. Mr. Oliver also continued his academic education at NU, graduating in 1933.

The next several years found him doing considerable traveling in his agency activities. Shifted to Dayton in 1935 to establish and manage a branch office devoted to servicing cooperative accounts, he remained there three years, getting his indoctrination into local spot and regional radio.

His next move was to Los Angeles as business manager and assistant treasurer of the agency's California offices. When Lord & Thomas became Foote, Cone & Belding in Jan., 1943, Mr. Oliver went along with the change as business manager.

That agency was then the most active on the West Coast handling radio and TV, and Mr. Oliver's administrative duties gradually were enlarged to include supervision of all production for the Los Angeles as well as Hollywood offices. He also negotiated all talent, package and other radio-TV deals made in California for the agency's offices. With his multiple radio-TV responsibilities, he shifted headquarters from downtown Los Angeles to the more convenient Hollywood in July, 1943.

Responsibilities included such NBC radio shows as *Lucky Strike Hit Parade*, *Jack Benny Show* and *Frank Morgan Show*, all sponsored by American Tobacco Co.; *Bob Hope Show* for Pepsodent; CBS Radio's *Tony Martin Show* sponsored by Bourjois Inc. There also were several West Coast regional network programs for such accounts as Southern Pacific Co., Safeway Stores, Sunkist Growers, Union Oil Co. and others.

When Foote, Cone & Belding acquired the Hughes Tool Co. and Gulf Brewing Co. accounts, which necessiated a Houston office, Mr. Oliver in 1949 was dispatched to that city to head it as co-manager with Steve Wilhelm.

No desk jockey, Mr. Oliver traveled the length and breadth of Texas for the next few years. Meanwhile, in late 1950, the agency elected him vice president. He was transferred back to Hollywood in July, 1951 to become vice president and general manager of the radio-TV production office.

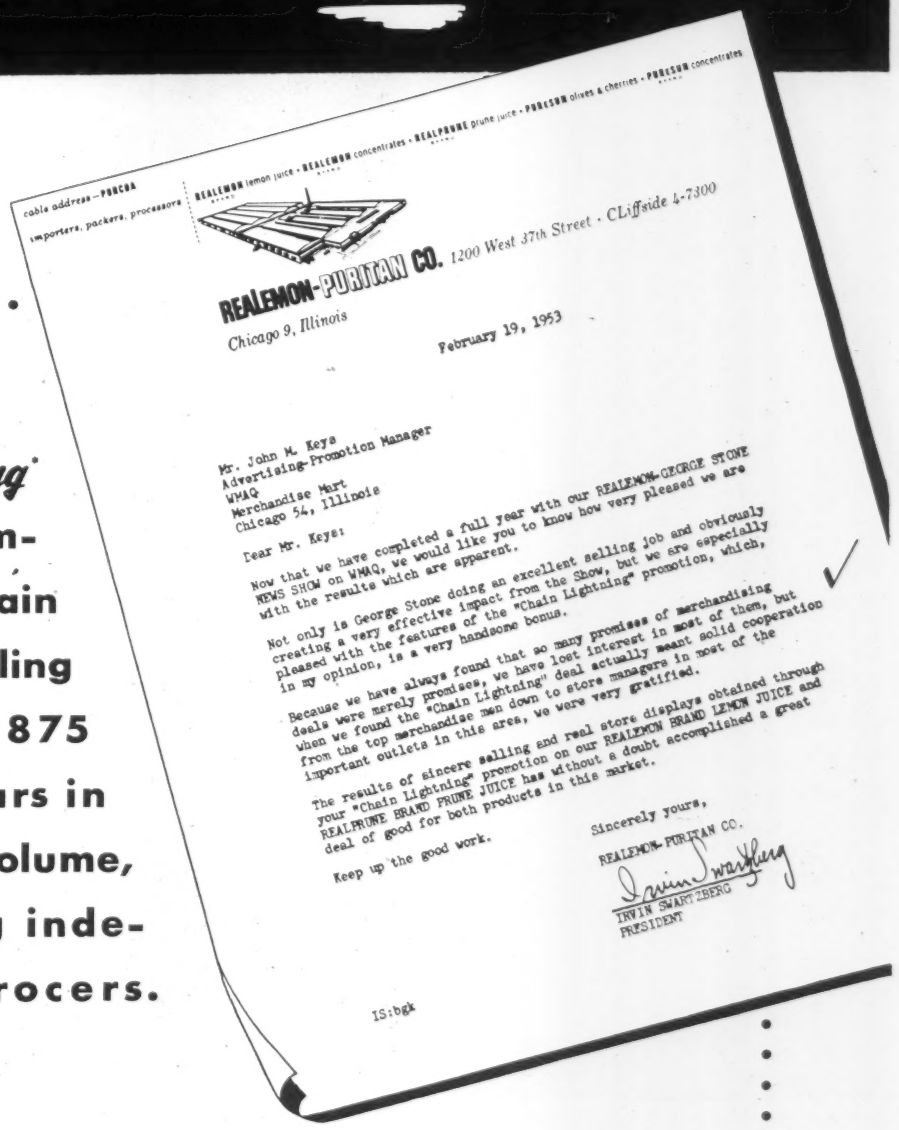
Believing that only a small percentage of today's TV commercials make full use of the visual medium, he points out "too many are just radio commercials with pictures. Instead of using the visual portion of the medium to tell an important part of the sales story, too many advertisers depend upon sound alone."

Mr. Oliver is a founder and past-president of Hollywood Ad Club and vice chairman of the national radio and TV production committee of the American Assn. of Advertising Agencies. He also is the AAAA's chief Hollywood liaison on union negotiations. He holds membership in the Masquers, Delta Sigma Pi, and an honorary membership in Alpha Delta Sigma, national advertising fraternity.

Mr. Oliver is married to the former Marie Robinson of Des Moines. With their daughter Constance, 10, they live in suburban La Canada, 12½ miles from Hollywood and Vine.

Real MERCHANDISING THAT BRINGS *Real* RESULTS

The WMAQ *Chain-Lightning plan now embraces 771 chain stores, controlling more than 875 million dollars in annual sales volume, plus leading independent grocers.**



cable address—PURCAN
importers, packers, processors

REALEMON lemon juice • REALEMON concentrates • REALPRUNE prune juice • PURECAN olives & cherries • PURECAN concentrates

REALEMON-PURITAN CO. 1200 West 37th Street · CLiffside 4-7300
Chicago 9, Illinois

February 19, 1953

Mr. John M. Keys
Advertising-Promotion Manager
WMAQ
Merchandise Mart
Chicago 54, Illinois

Dear Mr. Keys:

Now that we have completed a full year with our REALEMON-GEORGE STONE NEWS SHOW on WMAQ, we would like you to know how very pleased we are with the results which are apparent.

Not only is George Stone doing an excellent selling job and obviously creating a very effective impact from the Show, but we are especially pleased with the features of the "Chain Lightning" promotion, which, in my opinion, is a very handsome bonus.

Because we have always found that so many promises of merchandising deals were merely promises, we have lost interest in most of them, but when we found the "Chain Lightning" deal actually meant solid cooperation from the top merchandise man down to store managers in most of the important outlets in this area, we were very gratified.

The results of sincere selling and real store displays obtained through your "Chain Lightning" promotion on our REALEMON BRAND LEMON JUICE and REALPRUNE BRAND PRUNE JUICE has without a doubt accomplished a great deal of good for both products in this market.

Keep up the good work.

Sincerely yours,
REALEMON-PURITAN CO.
IRWIN SWARTZBERG
PRESIDENT

IS:bgt

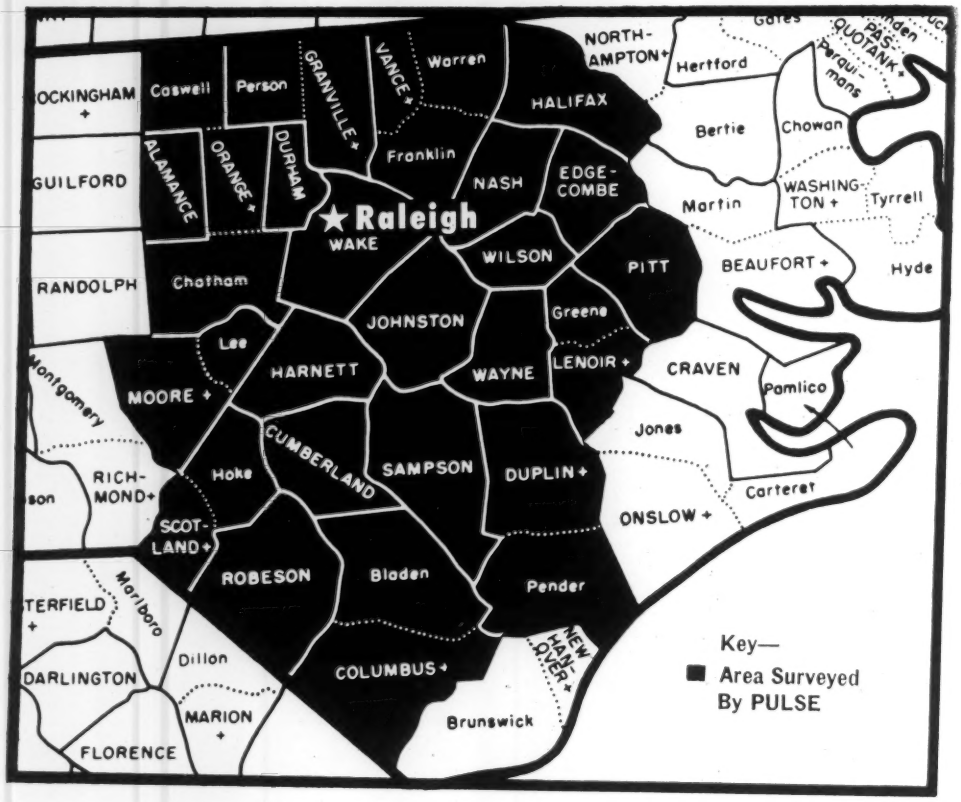
Write or wire for full details.

NBC RADIO
*TRADE MARK

Represented by
NBC SPOT SALES

WMAQ
CHICAGO

XUM



From Sign-on to Sign-off Pulse Puts WPTF Ahead in EVERY Quarter-hour!

Pulse surveyed the 32-county area indicated above in February-March 1953. With 62 stations competing for listeners in this area WPTF led in every single quarter-hour! Give your sales the impact stimulant of this proven leader: WPTF, the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

May 4, 1953 Vol. 44, No. 18

OPTIMISM SPARKS NARTB 'GOLD RUSH' CONVENTION

Near-record attendance hears Gen. Sarnoff's challenging speech, FCC Chairman Hyde's statement on broadcast regulation. Radio-TV industry's strength, economic and physical, is pointed up. Radio affiliates' move to autonomy, increased billings and share of additional advertiser money feature Los Angeles meetings.

CHANGING times and changing economics were reflected on all hands as NARTB held its 31st annual convention last week in Los Angeles amid an atmosphere of optimism and realistic endeavor which typified the convention's "Gold Rush" theme.

From the acknowledged captain of the industry, RCA's Brig. Gen. David Sarnoff, came a challenge to meet radio-TV problems with wisdom and forthrightness, while from government's new broadcasting chieftain, FCC Chairman Rosel H. Hyde, came reassurances that regulation must aim for continuation of "free, private, competitive, responsible" operations throughout broadcasting.

With a near-record registration of 1,806 persons—second only to the first postwar conference of 1946—the convention heard reports of growing strength in both revenues and public service, plans for enlarging radio's share of the advertiser's budget and predictions of billion-dollar annual expenditures in TV, and admonitions to broadcasters in both radio and television to stick to their rate cards for their own best interests.

Convention Developments

Among other developments during the convention, held at Los Angeles' Biltmore Hotel:

- Vastly intensified activity in the TV and radio transcription fields, reaching the extreme of network-owned firm and transcription units selling against live network and local programming.
- Evidence of a mounting trend among radio affiliates to become "independent," organizationally, of their networks.
- Reports showing the gaining strength of NARTB itself, with 1,760 members now compared to 1,435 three years ago and a 54% improvement in net worth during the same three-year period.
- Plans for adding at least $50 million to next year's radio billing through the Broadcast Advertising Bureau, which also touched off a drive to boost BAB station membership from the present 785 to a total of 1,000 stations by next April 1.
- Re-emphasis on the economic strength gained by radio and TV as they expand their influence and their service, as witnessed by their contributions to the Register-and-Vote campaign last year.

In one of the most spectacular news developments during the convention—but apart from the convention itself—the radio industry gained an important victory in its years-long battle with the American Society of Composers, Artists, and Publishers (ASCAP) over the local radio co-op issue.

Another industry-ASCAP problem, concerning fees for per-program and blanket licenses, meanwhile was reviewed for station men at a meeting at which the All-Industry Television Per-Program Committee also voted to change its name to the All-Industry Local TV Music License Committee.

There were numerous news-producing collateral sessions during the week.

ABC demonstrated a 3-D TV system, RCA engineers outlined a new method of predetermining by mathematical standards the quality of images a TV or photographic system will produce, and global exchange of international television programs was forecast by Neal McNaughten, NARTB engineering manager.

Revisions of the recording standards for disc and magnetic tape processes and equipment were approved by the appropriate NARTB committee, while in another session Mitchell Wolfson, co-owner of the Wometco Theatres and WTVJ (TV) Miami, asserted that the service and money-making possibilities of theatre TV have not yet "begun to be tapped."

BRIG. GEN. David Sarnoff, chairman of the boards of RCA and NBC (l), receives the plaque and key symbolizing the first annual Keynoter Award of NARTB from NARTB President Harold E. Fellows at the opening session of the convention in Los Angeles. **(See story page 40).**

B•T COVERAGE

News of NARTB convention and related events is presented, in day-by-day sequence, on consecutive pages beginning here. Late coverage appears in "At Deadline," pages 9 and 11. Picture coverage of B•T's annual golf tournament is on page 92.

The question of rates—and the need to stick to published rate cards—came up repeatedly, in corridor conversations as well as formal meetings. It was stressed at a meeting in which a five-cities market report was presented by Richard Allerton, research manager of NARTB.

In television, the question of program ethics and the problem of uhf engineering were highlighted at a meeting Thursday, while four members of the FCC in a virtually unprecedented panel program answered broadcasters' questions at a session Friday.

Methods by which FM stations can become integral parts of their communities—and make money—were outlined in another panel session.

'Opportunity Ahead'

In the keynote speech, Gen. Sarnoff, board chairman of RCA and NBC, admonished that radio must be operated in ways that recognize that "it is no longer the only broadcast medium," and that television's cost, among other problems, must be solved by the finding of new ways to make its usage available to more and more advertisers.

But in both radio and TV, he stressed, "inspiring opportunities are still ahead of us."

Gen. Sarnoff gave his own forecast of the timetable for color TV, and came out with his view that pay-as-you-see television—or "cash box" TV, as he termed it—would not become a national service.

A prediction that TV in a few years may attract a billion-dollar annual advertising expenditure was another highlight of Gen. Sarnoff's address.

FCC Chairman Hyde, making his first speech in that post, reassured listeners that in his view FCC should not "discriminate" against applicants because of the nature of their business enterprises—whether newspaper, or whatever—and called upon all hands to help FCC with its TV licensing problem by keeping hearing records as short as possible.

He also gave assurances that, when an application is filed for consideration of a compatible color TV system, FCC will act upon it in orderly fashion, "in an objective manner."

The Convention Committee, headed by Clair R. McCollough of the Steinman Stations, was roundly complimented for its work in organizing the week-long program.

XUM

PLAN OF BAB TO BOLSTER RADIO'S POSITION UNFOLDED

Military motif was used by BAB in outlining plans for promotion of radio in the year ahead. Major objectives include an even greater selling job on the national advertiser.

PLAN of attack designed to boost radio's advertising position during the year was dramatically presented to NARTB Convention delegates in Los Angeles last Tuesday by Broadcast Advertising Bureau. The plan envisions addition of at least $50 million to next year's radio billings.

Using the theme "Operation Sales Weapons," BAB employed army missiles, drill teams, girls and complete military trappings to tell stations what it has done and what it is going to do.

Charles C. Caley, WMBD Peoria, Ill., BAB board chairman, led the attack. Garbed like other panel members in combat gear, Mr. Caley said "the job ahead for all of us, and particularly for BAB, is to continue to pile up evidence of the huge radio audience and the selling ability of radio." He recalled the BAB membership increase from 545 to 785 stations in the last year.

He summarized BAB's work, including release of 662 individual sales weapons, 44-city series of sales clinics, 860 presentations (now at the rate of 100 a month), first industry-financed advertising campaign in major business papers and newspapers, sell-radio-on-radio announcement campaign on 1,100 stations, 36 direct mail pieces for advertisers and agencies, and first two of a series of BAB-financed sales effectiveness tests. Ninety percent of member stations reported making sales in the past six months by use of BAB material, he said.

Continuing growth in radio billings can be expected, he said, citing expansion in the last two years of heavy TV competition "from $667 million to $723 million" as proof radio "is very much alive and growing because it does a job no other medium can do."

William B. Ryan, president of BAB, offered a series of four resolutions urging broadcasters "to recognize that radio is and always will be a major advertising medium; to give radio its due—our best efforts in programming and advertising techniques, our greatest selling skill; to unite even more to sell our medium together, not against one another; to do a missionary job to get the 'Goodtime Joes' and 'Summer Soldiers' in radio to join industrywide efforts to promote their best interests.

Mr. Ryan took shots at profit-and-loss-only station operators, "many of whom have come into the business since 1946." That owner "does great in a seller's market," he said, "but come the buyer's market he will have nothing to offer save the forlorn hope that price cutting will tide him over."

Kevin Sweeney, BAB vice president, said two major sales effectiveness tests will be ready for release next month involving Kroger Co., third largest grocery chain, and Block & Kuhl, midwest department store chain. A major drug advertiser and others will take part in the sales effectiveness program.

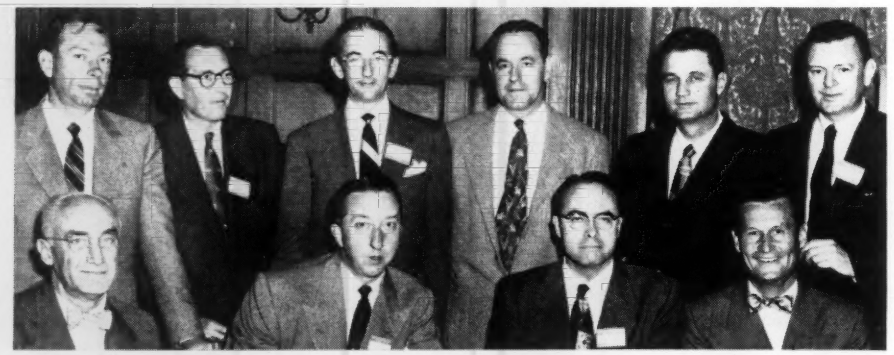
He outlined a four-pronged attack on large retailers, primarily department stores, groceries and ready-to-wear retailers. It calls for four "Annual Plan" presentations which show radio salesmen how to lay out retailers' annual advertising programs; a 'how to do it' book for retailers giving them a better grasp of radio; a series of reports on competitive media."

John F. Hardesty, BAB local promotion director, said the most important of the retail projects was a comprehensive study of what radio advertising can do for department stores.

An attack on the problem of selling nighttime radio was outlined, including studies to overcome buyer resistance in TV markets. Included is a full-scale presentation on nighttime, studies of out-of-the-living-room listening, cumulative audience reports on programs and total station audience.

Another major BAB objective is selling the national advertiser, with heavy pressure to be exerted on national advertisers and chain headquarters by a doubling of BAB's national sales force in New York and Chicago. Stations will show special sales material to district managers, brokers and other distribution units.

BAB's local level solicitation will be made jointly by BAB member stations in individual areas under BAB direction, described as "the first joint solicitation of business for any medium by local competitors in the history of advertising."



LUNCHEON GROUP of Broadcast Advertising Bureau directors met Tuesday prior to BAB sales clinic at NARTB convention. Seated (l to r): Edgar Kobak, WTWA Thomson, Ga.; Charles C. Caley, WMBD Peoria, Ill., BAB board chairman; A. L. Madsen, KOVO Provo, Utah; Robert Schmid, MBS. Back row, Ward Ingram, Don Lee Network; Charles Ayres, ABC; William B. McGrath, WHDH Boston; Joseph E. Baudino, Westinghouse Radio Stations; Gene Cagle, KFDA Amarillo, Texas; John F. Meagher, KYSM Mankato, Minn.

Radio Travelers Reunite

EIGHTH annual reunion of the U. S. Radio Mission to the European Theatre of Operations, was held in Los Angeles last Monday in conjunction with the 31st NARTB convention. Winner of the "VIPer of the Year" award was NARTB board chairman Justin Miller, who headed the 1945 mission to Europe as the then president-designate of NARTB. Clair R. McCollough, Steinman stations executive, as last year's award winner made the presentation of the plaque, which will remain in the recipient's custody for one year. This speech now is celebrated as the "Achtung Address."

Present, in addition to Judge Miller and chairman McCollough, were J. Leonard Reinsch, Cox stations; John E. Fetzer, WKZO-AM-TV Kalamazoo; Morris Novik, WLIB New York; Martin Campbell, WFAA-AM-TV Dallas; William S. Hedges, NBC vice president; Col. Harry S. Wilder, Phoenix, and Sol Taishoff, BROADCASTING • TELECASTING.

PIONEERS ELECT PAUL MORENCY

PAUL W. MORENCY, WTIC Hartford, Conn., was elected president of Radio Pioneers at its annual dinner, held Monday just prior to opening of the NARTB Los Angeles convention.

The pioneers paid tribute to the late Dr. Frank Conrad, Westinghouse inventor "who blazed radio trails" with experiments that started in 1915 and culminated in establishment of KDKA Pittsburgh, Nov. 20, 1920. Dr. Conrad was selected for the 1953 Radio Hall of Fame Award. Honorary scrolls were presented by William S. Hedges, NBC vice president, to Dr. Conrad's son, Francis, radio director for ABC Western Division, Hollywood, and R. A. Neal, Westinghouse vice president.

Other officers elected by the Pioneers were Arthur B. Church, KMBC Kansas City, first vice president; Raymond F. Guy, NBC, vice president; Victor C. Diehm, WAZL Hazleton, Pa., vice president; John F. Patt, WJR Detroit, secretary; Charles A. Wall, Associated Music Publishers and BMI, treasurer.

Five citations were awarded to outstanding living leaders in the radio industry. They are: Dr. Vladimir K. Zworykin, RCA Labs.; Dr. E. F. W. Alexanderson, General Electric Co.; John V. L. Hogan, Hogan Labs.; Dr. Orestes H. Caldwell, Caldwell-Clements Inc.; Donald Manson, Canadian Broadcasting Co.

Carl Haverlin, BMI president, presided at the annual dinner.

Stanley Kramer, independent Hollywood film producer, in the main address of the evening, humorously referred to television in this way: (1) TV doesn't exist; (2) it has flicker and small screen; (3) "we gotta big screen."

Mr. Kramer said he was not excited about three-dimensional films. He contended outstanding comedians can be "relegated to ordinary comics" in a few weeks of TV appearances.

As to the future of the movies, he thought fewer but better films will be produced. TV films "must be films made especially for TV," he said. He conceded television's audience impact is powerful, recalling how films have been successfully promoted via TV.

MOVE FOR MORE INDEPENDENCE UNDERWAY BY RADIO AFFILIATES

NBC and CBS Radio affiliates take steps to set up autonomous groups. ABC and MBS affiliates seem willing to name representatives to All-Industry Affiliates Committee.

A TREND among radio affiliates to assert greater independence in their organizational relationships with their networks gained momentum during the NARTB Convention last week.

In separate moves, stations affiliated with NBC and CBS radio took steps to set up autonomous organizations, while affiliates of both ABC and Mutual were said to have indicated willingness to join them in naming representatives to a reconstituted All-Industry Affiliates Committee.

NBC affiliates also asserted their independence in another way: Those attending a meeting in Los Angeles on Monday went on record condemning NBC's new summer "Tandem" sales plan [B•T, April 27]—a condemnation which did not appear, however, to have deterred NBC's intention of putting the plan into effect.

In a meeting of the All-Industry Affiliates Committee (AIAC), Paul Morency of WTIC Hartford, who has headed the group since its formation under the shadow of the first round of network radio rate cuts in 1951, agreed to continue at the helm for 30 to 60 days, pending the designation of representatives from the various network groups. He has made clear for some time that the weight of other duties makes it necessary for him to give up the AIAC chairmanship.

Although the AIAC meeting was held in an atmosphere that lacked the pressure of rate-cut threats that had marked earlier meetings, the possibility of another advertiser movement to force rates downward was pointed out. And the affiliates appeared unanimous in their belief that the AIAC framework and its activities should be continued.

The brief AIAC session followed separate meetings of NBC and CBS radio affiliates at which steps were taken to form affiliates' organizations which would replace the current NBC Stations Planning and Advisory Committee and the CBS Radio Affiliates Advisory Board, both of which currently operate under the aegis of their respective networks.

CBS Radio Group

The CBS Radio group, which would set up a successor not only to the CAAB but also to the Business Standards Committee which was formed independently when the 1952 round of rate cuts was imminent, approved by-laws which are to be sent shortly to all CBS Radio affiliates for their approval.

Kenyon Brown of KWFT Wichita Falls, Tex., was named chairman of the Business Standards Committee and in that capacity will lead in the formation of the new CBS group. He succeeds John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, who resigned because of the demands made upon his time by his position as chairman of the NARTB Television Code Committee.

Meanwhile, I. R. Lounsberry of WGR Buffalo has resigned as chairman of the CBS Radio Affiliates Advisory Committee in a move which appeared to be in line with the thinking, disclosed earlier, that that committee should give way to a new one, independent of the network.

Reaction of all CBS Radio affiliates to the proposed bylaws for the new group is expected to be obtained within about 30 days.

The new group would be known as Columbia Radio Affiliates and would be composed of nine districts—same as the present affiliates advisory board—with each district naming one director and the nine thus chosen then selecting three additional members to make a 12-man board.

Under the present plan, the CRA would then designate representatives to serve on the central, radio-wide AIAC.

At the meeting of NBC affiliates, Robert D. Swezey of WDSU New Orleans was designated temporary chairman of a committee to investigate the possibility of establishing an "informal affiliates group" similar to the independent NBC-TV affiliates organization, headed by Walter Damm of WTMJ-TV Milwaukee, to work with network officials on mutual problems.

The Swezey committee is slated to make its studies and report back in 30 to 60 days.

The committee is composed of 16 affiliates who signed the letter setting up last week's meeting, plus Dave Gentling of KROC Rochester Minn., and Gene Kelly of KCRA Sacramento. Other members, in addition to Mr. Swezey, are William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, KDKA Pittsburgh; Mr. Morency; Harold Essex, WSJS Winston-Salem; Campbell Arnoux, WTAR Norfolk; Wayne Coy, KOB Albuquerque; G. Richard Shafto, WIS Columbia; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair McCollough, The Steinman Stations.

In its meeting, the NBC group—approxi-

NARTB's High Score

REGISTRATION at the NARTB convention was second highest in history despite its West Coast locale. When books were closed Thursday afternoon, 1,460 had registered for management and engineering conferences. Another 346 ladies also registered, bringing the total to 1,806. Record registration was in 1946 when first post-war conference drew approximately 2,000 official delegates. Last year's figure at Chicago was 1,600 but no ladies were registered, a new feature instituted this year.

AMONG leaders at the meeting of CBS Radio Affiliates in Los Angeles coincident with the NARTB convention were (l to r): Seated, Ray Herndon, KTRH Houston; John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and Saul Haas, KIRO Seattle; standing, Hulbert Taft Jr., WKRC Cincinnati, and John F. Patt, the Goodwill Stations. Absent when the picture was made, Kenyon Brown, KWFT Wichita Falls, was elected president of the CBS Radio Affiliates Business Standards Committee, succeeding Mr. Fetzer.

HEAD TABLE leaders in the NBC Radio Affiliates' session in Los Angeles included (l to r): Seated, Clair R. McCollough, Steinman Stations; Robert D. Swezey, WDSU New Orleans; William Fay, WHAM Rochester, and Harold Essex, WSJS Winston-Salem; standing, Campbell Arnoux, WTAR Norfolk; Richard H. Mason, WPTF Raleigh; Paul Morency, WTIC Hartford; H Quenton Cox, KGW Portland, and Robert B. Hanna Jr., WGY Schenectady.

mately 75 were on hand—adopted a resolution instructing Mr. Swezey to notify the network that they looked "with complete disfavor" on NBC's new summer "Tandem" plan of selling participations in six evening shows.

The plan, made public a week earlier, offers advertisers up to three participations in up to six half-hour programs at a time cost, per participation, of one-sixth of the network's regular one-hour rate. The plan already had been criticized severely by Station Representatives Assn.

Neither the SRA criticism nor that of the affiliates in Los Angeles appeared apt to make NBC abandon the plan, however. Officials reported last week that they intended to go ahead, said they had a substantial number of acceptances from other stations, and that, as sales are made, the programs will be offered on that basis and stations can accept or reject them as they wish.

MBS-Affiliates Conference

Meanwhile, in another affiliates meeting during the convention, members of the Mutual Affiliates Advisory Committee conferred with Mutual officials in what was termed a routine meeting concerned largely with program plans.

Among these plans it was pointed out that MBS intends to continue its 8-9 p.m. Monday-Friday mystery series throughout the summer, and, not later than next fall, to expand its Sunday afternoon mystery lineup. The latter currently consists of *The Shadow*, *Nick Carter*, and *True Detective Mysteries*, which will be augmented by additional mystery shows both before and after.

NARTB Committee Approves Recording Standard Changes

CHANGES in the recording standards governing disc and magnetic tape processes and equipment were approved Tuesday by the NARTB Recording & Reproducing Standards Committee at a Los Angeles meeting.

Neal McNaughten, NARTB engineering manager and committee chairman, said the new standards provide additional specifications for tape along with a new recording curve. Some changes were made in disc standards and a new curve was approved.

The committee's action was based on subcommittee studies made during the past year. Revised standards will be submitted to the NARTB board in June for final approval. They will become effective after board action.

NARTB and its predecessor, NAB, set the first recording standards early in the last decade. They have been generally followed in the U. S. and have been receiving acceptance in other countries. The uniformity in processing and in equipment is credited with providing a stabilizing influence in the recording industry and in the use of recording techniques by broadcasters and related groups.

New tape standards cover the reproducing head, tape wind and signal-to-noise ratio. The new tape reproducing characteristic curve is based on a speed of 15 inches per second.

The new later disc standard is controlled by a curve with pre-emphasis of 75 micro-seconds; middle low characteristic a 318 microsecond curve with crossover at 500 cycles and the low frequency end 10 times the 318 microsecond curve or 3180 microseconds with a crossover at 50 cycles.

KENYON BROWN of KWFT Wichita Falls, Tex., as he reported to the industry-wide meeting of radio affiliates on the decision of a group of CBS Radio station executives to set up a new "independent" group of CBS affiliates, who also will be represented on the All-Industry Affiliates Committee.

PAUL MORENCY of WTIC Hartford, chairman of the All-Industry Affiliates Committee (l), and Clair R. McCollough of the Steinman Stations, chairman of the NARTB convention committee, greet station officials at the Affiliates Committee session Tuesday afternoon at the NARTB convention in Los Angeles.

EDGAR KOBAK of WTWA Thomson, Ga., told station men of preliminary discussions with network officials looking toward continuation of an All-Industry Affiliates Committee to be composed of representatives designated by the affiliates' groups of the respective networks.

FOUR ELECTED TO TV BOARD

Quaal named as new member, along with re-election of Fay, Arnoux and Carter.

FOUR directors were elected to the NARTB Television Board of directors for two-year terms at the TV membership business meeting held Tuesday morning at Los Angeles. They were:

TV-AM stations: William Fay, WHAM-TV Rochester (re-elected); Campbell Arnoux, WTAR-TV Norfolk, Va. (re-elected); Ward Quaal, WLWT (TV) Cincinnati (new member).

TV-only stations: Kenneth L. Carter, WAAM (TV) Baltimore (re-elected).

Harold Hough, WBAP-TV Fort Worth, in floor discussion suggested elections should not be held on the opening morning of the convention. Clair R. McCollough, WGAL-TV Lancaster, Pa., Convention Committee chairman, said the time was picked at the suggestion of the Election Committee.

Brown's Report

Thad Brown, NARTB TV vice president, in reporting to the membership, urged that program sources be maintained reasonably available to the TV camera without government interference or concerted group action by any interest. This will require industry salesmanship, persuasion and "legalistics," he added, noting that attacks on TV are a popular fad. He promised NARTB will "tell and sell the great and good in the social, economic and cultural contributions of commercial television broadcasting to the nation's welfare."

Listing achievements of the past year, he cited work of the Television Code Review Board, Television Information Committee and Television Circulation Study Committee.

Mr. Brown predicted ever-increasing goodwill will develop between the industry and FCC as a result of informal conferences and better understanding of common problems.

At the same time he stabbed deeply at two recent Commission developments. First is the concept "that the licensee of another broadcast medium potentially injured financially by a proposed television operation has standing to file protest in such matter, evolved literally from the refusal by the Justice Dept. (in an appeal) to support prior FCC opinion to the contrary. The potential: "A lawyer's delight."

Second, "Triggered by the Broadcast Bureau," he said, "is the concept simply that all other things being equal (on application for CP or, we must assume, for renewal of license), he who also is affiliated with 'the two powerful media of standard or FM broadcast' in such a community is behind an eight-ball. Its short form title is 'diversification.'

Henry W. Slavick, WMCT (TV) Memphis, retired from board service with the convention. He refused to run for re-election. Named by individual networks as their TV board members were Alexander Stronach Jr., ABC-TV; Merle S. Jones, CBS-TV; Chris J. Witting, DuMont TV Network; Frank M. Russell, NBC-TV.

Continuing on the board until 1954 are Chairman Robert D. Swezey, WDSU-TV New Orleans, who presided at the Tuesday meeting; Clair R. McCollough, WGAL-TV Lancaster, Pa., vice chairman; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; George B. Storer, Storer Stations.

Like ducks take to water

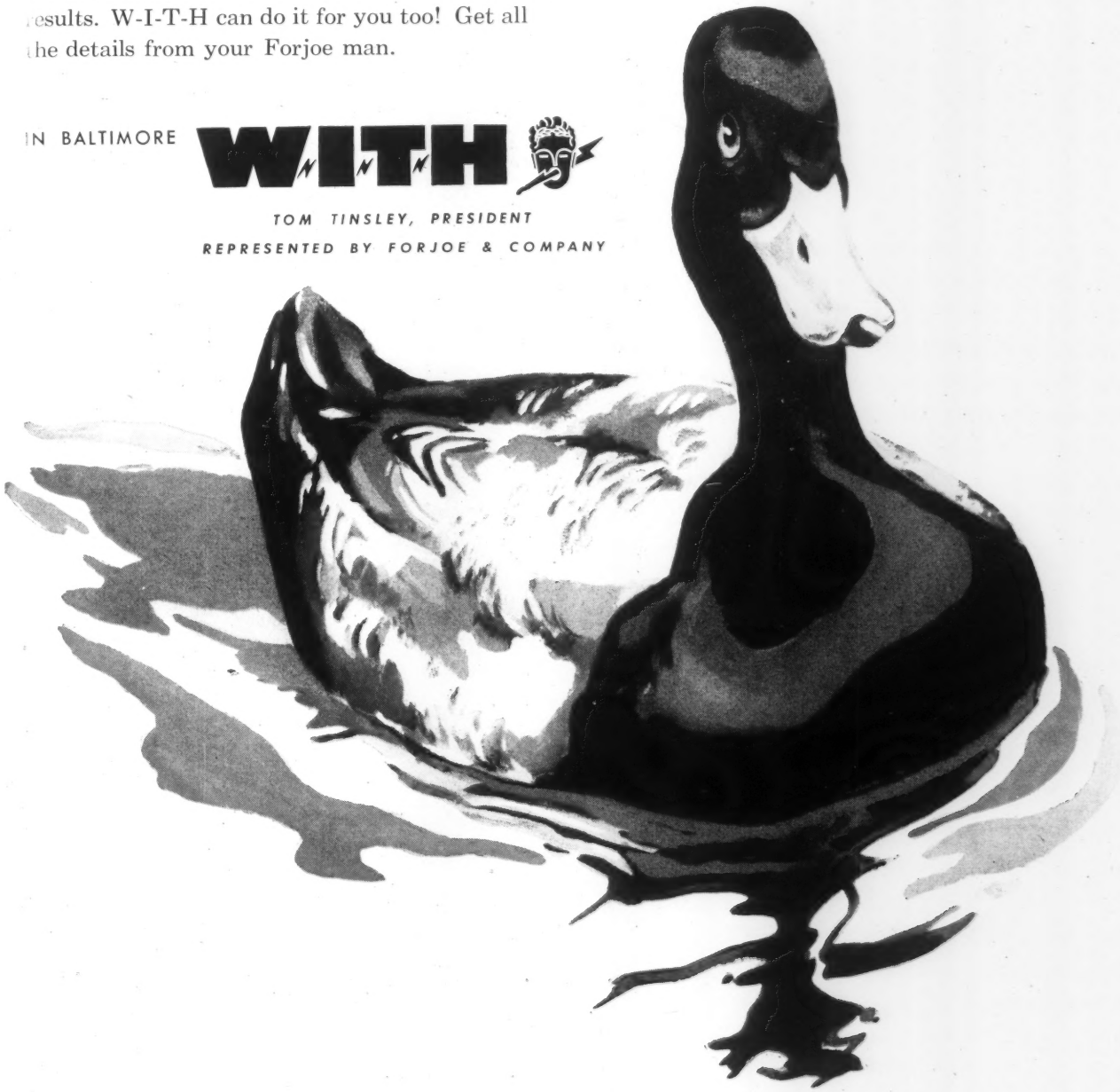
Baltimore merchants take to W-I-T-H just like ducks take to water. W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

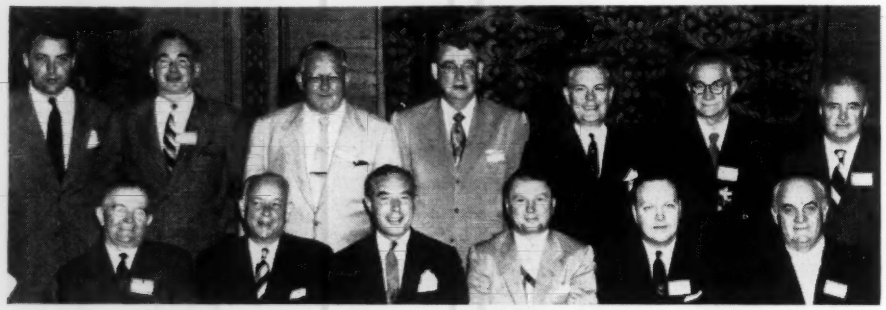
For a real good reason! W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results. W-I-T-H can do it for you too! Get all the details from your Forjoe man.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT

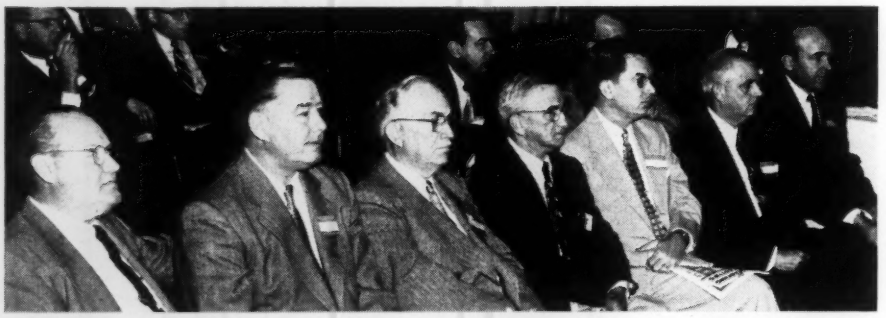
REPRESENTED BY FORJOE & COMPANY





NEW TV BOARD members welcomed by fellow directors after Tuesday morning election. Front row (l to r): Harold Hough, WBAP-TV Fort Worth; William Fay, WHAM-TV Rochester (re-elected); Robert D. Swezey, WDSU-TV New Orleans, board chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward Quaal WLWT (TV) Cincinnati (newly elected); Frank M. Russell, NBC. Back row: Thad Brown, NARTB TV vice president; Alexander Stronach, ABC; Kenneth L. Carter, WAAM (TV) Baltimore (re-elected); Campbell Arnoux, WTAR-TV Norfolk, Va. (re-elected); NARTB President Harold E. Fellows; Judge Justin Miller, NARTB board chairman, and Paul Raibourn KTLA (TV) Los Angeles.

BALLOT COMMITTEE counting votes at TV board election includes (l to r): Len Higgins, KTNT-TV Tacoma, Wash.; Ewell K. Jett, WMAR (TV) Baltimore; Irving Rosenhaus, WATV (TV) Newark; Charles A. Batson, WIS-TV Columbia, S. C., and Ralph Evans, WOC-TV Davenport, Iowa. The TV board elections were held Tuesday morning.



ATTENTIVE listeners at NARTB TV business meeting included (l to r): George Cranston, WBAP-TV Fort Worth; Henry W. Slavick, WMCT (TV) Memphis; Martin B. Campbell, WFAA-TV Dallas; John M. Outler Jr., Marcus Bartlett, WSB-TV Atlanta; Clyde W. Rembert, KRLD-TV Dallas; Joseph Herold, KBTV (TV) Denver.

FM PAYOFF IS EXPLORED

Methods whereby FM operation is paying off is described at the NARTB panel meeting. A highlight: Hastings Products tells of its new auto FM converter.

TECHNIQUES of establishing FM stations as an integral part of each community and making them pay off in black ink in the face of AM and TV competition were canvassed thoroughly by practicing FM operators during the NARTB Convention in Los Angeles last week.

Tenor of the FM session last Tuesday was keyed to a concession that there had been a slight numerical station recession in FM ranks last year but that enthusiasm of more avid FM operators had not receded the slightest. It was acknowledged by some panel participants that they had charted a successful course toward more profitable FM operation—with or without AM affiliation.

One highlight of the FM panel meeting was the description of a new automobile FM converter unit as developed by Hastings Products Co. under F. Mitchell Hastings. His company hopes to turn out some 100 finished products at about $99 each in five weeks. The initial production run of 1,000, is expected to reduce the cost to $89 each. Device utilizes most of the mainstays (amplifier, speaker, etc.) of AM sets, with a switch for FM reception. Power was described as better than three microvolts, with reception dependent now upon height of transmitter antenna location. There will be some flutter in its present stage of development.

Presiding over a six-man panel was John H. Smith Jr., manager of NARTB's FM department and staff representative. Participants included Miss Frances Knight, owner-general manager, WORX (FM) Madison, Ind.; George J. Volger, General manager, KWPC Muscatine, Iowa; Walter Brown, president, WDXY (FM) Spartanburg, S. C.; Paul Bartlett, president-general manager, KRFM Fresno, Calif.; Ben Strouse, general manager, WWDC-FM Washington, D. C.; Hugh K. Boice, Jr., general manager, WEMP-FM Milwaukee.

Mr. Smith told delegates that, while there had been a "slight retrogression" in FM stations last year, there has been "an increase in enthusiasm on the part of the broadcasting industry." He

REPORT on NARTB's TV activities during year was given by Thad Brown, TV vice president-counsel, at the Tuesday business meeting.

PRACTICING FM broadcasters explored ways and means of making that medium more profitable and valuable to the community during a workshop session at the NARTB convention in Los Angeles. Taking part in head-table panel are (l to r): Ben Strouse, WWDC-FM Washington; Paul Bartlett, KRFM (FM) Fresno, Calif.; George Volger, KWPC-FM Muscatine, Iowa; John H. Smith Jr., NARTB FM department; Frances Knight, WORX (FM) Madison, Ind.; Walter J. Brown, WDXY (FM) Spartanburg, S. C.

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Announcing
the appointment of
H-R TELEVISION, INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES
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NATIONAL ADVERTISING REPRESENTATIVES
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CHANNEL 36 • 260,000 WATTS
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AFFILIATED WITH RADIO STATION KSTL
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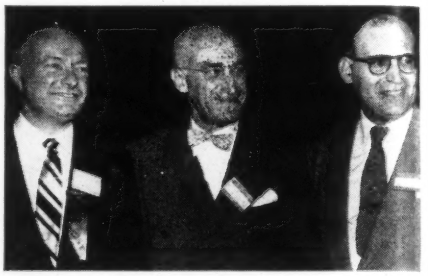
ST. LOUIS FIRST TELEVISION STATION SINCE THE FREEZE
William E. Ware, President
PROGRAMMING BEGINS SEPTEMBER FIRST

FOURSOME at SCBA-TBSC joint reception during NARTB convention are (l to r): Clair McCollough, WGAL Lancaster, Pa.; William Ryan, BAB president; Thelma Kirchner, manager of KGFJ Hollywood, and SCBA secretary-treasurer; Rosel Hyde, FCC Chairman.

FRIENDLY conversation at SCBA-TBSC reception is held by Harold Fellows (l), NARTB president, and Robert McAndrews, commercial manager of KBIG Avalon, Calif., and member of Southern California Broadcasters Assn. board of directors. Mr. McAndrews was official host at joint reception.

AT Ambassador Hotel reception of Southern California Broadcasters Assn. and Television Broadcasters of Southern California are guests William Weldon (l), president of Blair-TV Inc., and Richard Moore, manager of KTTV (TV) Los Angeles and vice president of TBSC.



RECEPTION held by Southern California Broadcasters Assn. and Television Broadcasters of Southern California at NARTB convention brought together (l to r): Calvin J. Smith, KFAC Los Angeles; Edgar Kobak, WTWA Thomson, Ga., consultant and former MBS president, and Dr. Sydney Roslow, director of The Pulse Inc. Reception was held in the Embassy Room of the Ambassador Hotel in Los Angeles last Tuesday.

said 10 FM outlets had stopped operation last year and quoted these later figures:

As of March 1953, there were: 611 licensed and CP commercial outlets; 98 operating noncommercial; 20 CPs not yet operated; eight receiving power increases; 15 deletions; and nine CPs granted.

Mr. Smith noted that some major manufacturers have stepped up their production and promotion efforts in recent months and traced the history of a spot announcement campaign, increased from 103 to 127 different markets.

He urged an eight-point program designed to make radio—and particularly FM—"correspond with family habits": A good transcription library; arrangements for complete news coverage; separate FM programming (with certain selective AM duplication); a music-news (and some sports) format; public announcements on community interest; listener promotion; listener surveys; a drive for advertisers on a "premium rate" basis.

Success of the NARTB-RTMA set-selling drive in some cities and states and favorable FM developments (the Supreme Court decision for Transit Radio, FCC rule changes on remote control operation, others) were cited by Mr. Smith.

Miss Knight told how WORX (FM) had circumvented local newspaper opposition to win listeners and influence advertisers. Initiative in obtaining tape-recorded news coverage and special programs (sports, etc.) was recounted by Miss Knight. An applicant for an AM station, Miss Knight is thinking of giving AM "as a bonus."

Mr. Volger claimed that "nothing sells FM quite as well as sports" and explained that KWPC also tape-recorded city council meetings. He described how his station had induced local advertisers to join together in joint, more-or-less institutional sponsorship.

Mr. Brown felt "FM will increase rather than decrease" even though some southern stations had lost interest in the medium. WDXY, FM affiliate of WORD, has used "teaser" techniques to stimulate FM set-buying, he said, alluding to his station's baseball package valued at $36,000. Sponsors buy AM programs as part of the FM baseball package "and largely because of sports FM has been a profitable operation," he reported.

Music Format

Mr. Bartlett explained that KRFM had turned from a sports-music-news format to "good music" when three AM stations came into operation. He predicted his station will bill $1,000 a month after a dip from $1,500 to $400 during the AM invasion. He feels KRFM offers a "cultural service to the community," with good music fans not taken away from television.

Mr. Strouse, an NARTB FM director, told how WWDC-FM had switched its attack from largely transit riders (WWDC-FM is a Transit Radio Inc. member) to the home audience. He said the station had lost $100,000 on FM at one time but expects to be in the black by this fall and feels there is a $100,000 potential from this previously "totally disregarded audience." He cited American Research Bureau surveys on WWDC-FM's high listenership and reported the station is preparing a new rate card taking into account the home audience.

Mr. Boice, new NARTB District 9 director, traced the history of WEMP-FM's storecasting operations and its development of a receiver and tuner for IGA Super-Markets and five-and-ten cent stores. He reported "tremendous acceptance" in stores and extension of FM operation.

CBS-TV's Cocktail Party, Tea

CBS Television City's Studio 43 was the setting of a cocktail party for the network's TV affiliates, Tuesday afternoon (April 28). Over 200 executives accepted the invitation extended by Glenn Marshall, chairman of CBS-TV Affiliates Advisory Board.

The affiliates' wives and daughters were entertained by the network's feminine stars at a tea, Thursday afternoon (April 30), in Studio 43. Gracie Allen, co-star on *George Burns and Gracie Allen Show*, poured.

NARTB Conventioners Feted

COCKTAIL party and reception for NARTB members, held Tuesday evening in the Embassy Room of Hotel Ambassador, Los Angeles, was co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California. An estimated 1,000 delegates and their wives attended.

CTPN's Welcome Breakfast

GET-ACQUAINTED breakfast was held last Tuesday morning at the Statler Hotel for Columbia Television Pacific Network members. James T. Aubrey Jr., general manager of CTPN and KNXT (TV) Hollywood, and George W. Faust, CTPN director of operations, welcomed some 40 executives, pointing out that the group's purpose is to get good TV across to the public.

XUM

THE 17 TH STATE* Traveler

"Everyday people and places—they're news" is the philosophy behind the WGY Traveler's program. Wandering over the highways and byways of WGY-Land, Enoch Squires encounters many interesting people and places. A veteran radio and newspaper man, Enoch is the kind of a fellow who has a knack at ferreting out stories from complete strangers. And with the rich historical and legendary character of the WGY area (from the Hudson River Valley to the Canadian border and from mid-New England to Central New York) he's having a field day in gathering human interest material for his 15-minute program on Station WGY at 2:45 p.m. every weekday. Some of his material is fact and some of it is legend, but Enoch Squires has become very real to the people of the 17th State.

An intensive promotional campaign for this new program has made "The WGY Traveler" a household word in Eastern Upstate New York and Western New England. See your Henry I. Christal representative for choice spots on this unique program.

Wherever the story is, Enoch Squires will find it. Walking through fields, visiting general stores, or just knocking on strange doors are the WGY Traveler's techniques. And they work because the WGY audience is richly rewarded with the little known facts about the everyday people and places in the WGY community. The WGY Traveler is a home-spun show which has taken the 17th State by storm.

*The WGY area is so named because its retail sales is exceeded by only 16 states.

WGY *50,000 watts Studios in Schenectady, New York.*

A GENERAL ELECTRIC STATION

Represented by Henry I. Christal Company, New York • Chicago • San Francisco

RADIO-TV'S GROWING ROLE OUTLINED IN FELLOW'S REPORT

NARTB president cites the four major influences on the industry's future: Government, advertising, public and individual conscience. Reports also point to the sharp increase in membership.

AMERICAN radio and television are strong economically as they broaden their influence and improve their service, NARTB President Harold E. Fellows told the Los Angeles NARTB Convention Wednesday in his annual report to the membership.

Mr. Fellows found growing recognition of broadcasting as a part of the American pattern of living, citing the award of the American Heritage Foundation for the industry's contribution to the Register-Vote Campaign last year.

The association itself is stronger, he reported, with a total of 1,760 members compared to 1,435 three years ago. As a going business, he added, the association's net worth has improved 54% in three years.

He listed the four major influences bearing on the future of the broadcasting industry as government, advertising, public and individual conscience. As to government, he said it is now obvious that a change of political administration doesn't necessarily mean a change in government attitude toward broadcasting. He listed such items as proposed laws to fix rates, censorship ideas and other harassing measures. Similar legislative moves occur constantly in the states and provide problems for state associations, he continued.

Mr. Fellows asked rhetorically if broadcasters should be forced "to forego all interest in the freedom enjoyed by our competitive media because the device we use is electronic rather than mechanical?" He claimed broadcasters "have long since established their right to equal competitive and economic and social stature with all other media upon the basis of the record." He voiced the hope that President Eisenhower, and his chief officer, Sherman Adams, will name a staff radio-TV adviser.

Going into the problems of FCC regulations, Mr. Fellows argued that the Commission has been guilty in the past of rubber-stamping staff activities, which he called failure to perform its duty. He pointed to indications that the Commissioners "are beginning to lead the staff" and called this "a sensible and logical arrangement" that will lead to greater efficiency. He lauded the Commission's action relaxing the operator-rule requirements and congratulated William C. Grove, KFBC Cheyenne, Wyo., chairman of the Special Operator Rule Committee, and Bernard Koteen, committee counsel, for their work on the matter.

Mr. Fellows deplored a recent decision indicating the FCC intends to make it difficult, if not impossible, for radio licensees to obtain television facilities. He congratulated Rosel Hyde for his accession to the FCC chairmanship and Comr. John C. Doerfer for his appointment.

But for advertising, he said, every broadcaster would have a civil service classification; every listener and viewer would have to be content with the program selected for him by the government. Advertising is "in the public interest, convenience and necessity," he said. "That portion of our station time which is given over to trading goods and services represents a solid contribution to the welfare of the nation and those we serve as broadcasters. Anything we as broadcasters can do to increase understanding and appreciation of advertising is a contribution to the total welfare of the nation, and thus a contribution to the richness of the individual."

He predicted a downward curve in the cost of television though reminding that while TV is expensive, it is not costly in terms of productivity. "Let's not make the mistake we made in radio," he said. "Let's see to it that the rates bear some reasonable relationship to the cost of doing business, and not suddenly find ourselves in the red and wondering why."

He described the TV and Radio Codes as the industry's "consciences." Failure to meet demands placed on such family media, he warned, "will visit upon us the righteous wrath of the public, whose support is essential to the continuance of free broadcasting."

Mr. Fellows listed a number of things NARTB cannot do as an association. These include rate negotiations, with their legal restrictions; endorsement of a candidate for government office; opposition to educational television; labor negotiations on behalf of its members; training of employes in specialized fields.

As to educational TV, he reminded that to oppose it would be "to oppose our own interests since much of what we do in TV properly classifies as education. NARTB's position, he said, is this: "Give the educators an opportunity to get into television on a non-commercial, non-profit basis which will allow no loopholes for subsequent conversion to commercial operation." He urged fairness in the licensing process —fairness to the public itself "which in many cases is still waiting for television service six years after the launching of the medium."

Education will gain most through cooperative effort with existing commercial broadcasting facilities, he contended.

In referring to the public's attitude toward radio and TV, Mr. Fellows said: "Good old, funny old American public—that keeps on looking at television and enjoying it; that keeps on listening to radio, and enjoying it; that keeps on buying the products advertised over the broadcast media—just like it doesn't understand the organized critics of the media who frantically turn out reams of copy damning this program and that; berating commercial content; bedeviling and belittling station and network ownership and management. Some of the product of this critical glance is constructive indeed."

TOGETHER just before the opening session of the NARTB convention are (l to r) Clair R. McCollough of the Steinman Stations, convention chairman; Lucille Ball of the Ball and Arnez team of *I Love Lucy*; Francis Cardinal McIntyre, who delivered the invocation, and Desi Arnez, of *I Love Lucy*. The convention opened April 27 and concluded May 1.

BAB Members Hear Plans For Membership Campaign

A MEMBERSHIP campaign designed to bring station enrollment in Broadcast Advertising Bureau to the 1,000-mark by next April 1 was outlined to BAB state chairmen at a breakfast held Wednesday during the NARTB Los Angeles convention. Present membership is 785 stations.

With 34 state chairmen and board members attending, Gene Cagle, KFDA Amarillo, Tex., discussed the campaign plans. William B. Ryan, BAB president, reviewed BAB's financial status and presented a breakdown of BAB membership by station categories.

Jack Hardesty, BAB local promotion director, detailed the campaign strategy. He reviewed a series of presentations for use in selling membership to specific types of stations.

The drive actually got underway April 1. It is organized by states; according to Mr. Hardesty. He listed the campaign steps as follows: Membership activity during NARTB convention; new members brought in by BAB's own member service unit; direct mail; BAB's executive calls; state membership campaigns, and the series of BAB clinics starting May 25.

BAB will hold 44 clinics this spring and summer, ending July 11. Two teams will cover the entire country. BMI is joining with BAB, taking the first day of two-day sessions. The BMI agenda will be built around programs whereas BAB will concentrate on radio sales.

BMI Dinner Honors Miller

ANNUAL BMI dinner to the NARTB and BMI boards was held Wednesday evening at Dave Chasen's in Hollywood with 120 guests attending. Tribute to Judge Justin Miller, BMI and NARTB board chairman, was paid by Paul W. Morency, WTIC Hartford, a BMI board member. Carl Haverlin, BMI president, presented Judge Miller with a group of rare books on behalf of the BMI board.

It takes a Giant to catch a Giant

IT'S always exciting to watch a little guy challenge a big guy—and win. That's why Jack the Giant Killer has topped the list of popular children's stories for centuries. And that's why we think the oil business is the most thrilling business in the world. It's a contest between Men and a modern Colossus.

Not just any men. It takes men of tremendous initiative and daring—giants in their own right—to stalk the reluctant giant, Petroleum, drag him from his lair, civilize him, and put him to work.

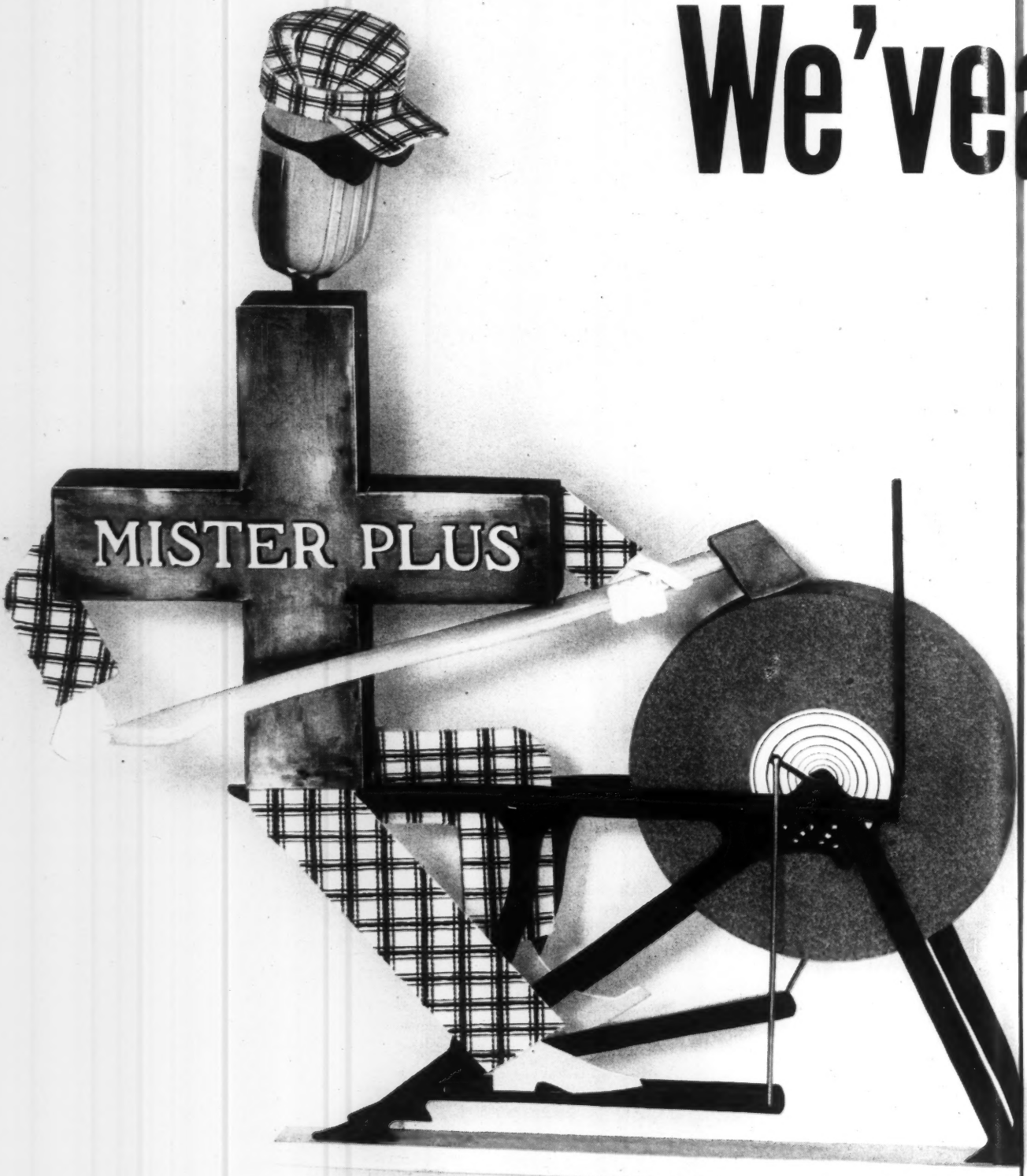
Cities Service is well equipped with such men. Geologists who, at great personal hardship, track down the giant in his native haunts. Production men who risk all to bring him out alive. Refinery operations men, who domesticate and train him. Research men, who think of new ways to utilize his strength.

The mammoth muscles of petroleum have taken over some of mankind's hardest, most back-breaking jobs. We think a lot of credit is due the great-hearted Cities Service "Jacks" who've devoted their lives to finding, catching and domesticating this mightiest of modern "Giants."

CITIES SERVICE

Quality Petroleum Products

We've



ean axe to grind!

...and some hefty help in grinding it

Here and now—on Mutual in '53—we're putting a new edge on an old axiom:

"Network radio, in the right hands, is still the most effective mass-sales tool in advertising... night or day!"

Sharpened by proof from some of the sellingest brands in business, the results make kindling out of the notion that radio's strength is limited to non-TV areas or to the daytime.

Lever Bros. is now moving to Mutual to join General Mills and Reynolds Tobacco in a coast-to-coast, evening line-up of 5 half-hours that provides unmatched mass and economy: some 5,000,000 homes every week, for $7,500 in total cost, at $1.50 per thousand homes!

Other sales-productive adaptations of our evening time and talent are hard at work for clients like Admiral, Johns-Manville, Libby, Wildroot—with Coca-Cola just signed, too!

And even the more conventional uses of network broadcasting seem to pay off better on Mutual these nights: at an all-time low in costs, some programs are delivering a 4-year high in audience!

It's not surprising that all this hewing to the line of more effective evening radio should win tangible advertiser endorsement:

Mutual is now selling 30% more evening time than in 1950—the only nighttime gain in network radio.

Learn how Mister PLUS and his unique axe can clear a new trail to sales for *you*...

MUTUAL...*the PLUS network of 560 affiliates*

XUM

GEN. SARNOFF DETAILS RADIO-TV 'EVOLUTION'

NARTB convention keynoter sketches the electronic future. His predictions: Color TV is two or three years away; pay-as-you-see video will not become a national service; the next few years will see 1,000 TV stations and a billion dollars expended annually in TV advertising. The RCA Board chairman also envisions the many other new electronic strides ahead.

RADIO and television are going through evolutionary processes which are inevitable for the continued success of both networks and stations, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, declared in a sober but confident keynote address opening the NARTB convention last Wednesday.

Radio "must now be operated and used in ways which take cognizance of the fact that it is no longer the only broadcast medium," he asserted, adding that ingenuity is essential and that affiliates must cooperate in arrangements that permit greater flexibility in network sales.

In television, he said, one of the pressing problems is to devise ways of making the medium economically available to more and more advertisers—a problem which, he said, certainly can be solved by networks, stations, advertisers, talent and labor unions working in cooperation.

Looks to Future

Gen. Sarnoff, who received NARTB's first annual Keynoter Award at the session, explored a wide range of radio and television potentials in his speech. Among the highlights:

● Color television is two to three years away from substantial production, but RCA is convinced that the compatible color system is ready now for submission to FCC for approval.

● Pay-as-you-see television will not, in Gen. Sarnoff's opinion, become a "national" service.

● A thousand TV stations will be in operation within a few years, and TV advertising expenditures may exceed a billion dollars a year.

● Many new electronics advances are in the offing, including a voting system by which the public can register its opinions by pushing "yes" or "no" buttons on its home TV sets; electronic tape recorders for TV in use within two years; new closed-circuit TV techniques for industry, science, and education, and the development of smaller, more versatile and longer-lived devices through the use of the new, tiny transistors.

Gen. Sarnoff's speech was carefully prepared, in the knowledge—as he pointed out—that it was "for the record." But some of its most spectacular news content—the so-called timetable on color television, and his observations on pay-as-you-see, or "cash box," television—were ad libbed in digressions from the prepared text.

He said RCA is confident that development of the compatible color system has reached a point where the application for FCC approval could be made now. But some of the other companies cooperating in the National Television System Committee's work on it feel that two or three months' more field-testing are needed. Accordingly, he said, RCA is willing to wait that length of time so these companies will be fully satisfied. But if there is any indication of hesitancy among the other firms after field tests are completed, he asserted, RCA will push forward with its own FCC application.

He estimated that "tooling up" for color production will take nine to twelve months from the time FCC gives its go-ahead, and that, overall, it will be two to three years from now before production can reach a pace of 500,000 sets a year.

Color With Peace

Gen. Sarnoff voiced the hope that there will be no "quarrel" over color in the future. The quarrel—chiefly between CBS on the one hand and RCA and other manufacturers on the other—"was yesterday," he asserted.

Departing from his prepared talk to discuss pay-as-you-see TV, Gen. Sarnoff said it was the policy belief of RCA, as well as his own personal view, that such a system will not be established on a national scale.

Pay-as-you-see TV is technically feasible, he said, but its adoption on a national basis would be "the negation" of the fundamental principle of freedom to listen and freedom to see, and would invite strict regulation by government. He said it is conceivable that some local communities may eventually have pay-as-you-see television. But, he declared, "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

In both radio and television, the convention keynoter declared, "inspiring opportunities are still ahead of us," all linked to service to the public and to the advertiser. To maintain and enlarge their public service, he continued, the broadcast media "must be kept in sound financial condition."

Nothing that networks and their affiliates are dependent upon each other for mutual success, he said that "as we go through this formative period of television development and the changing circumstances of radio, conditions could arise which might strain these relationships." He said that the profit derived from network operations is "very small indeed" when compared to gross volume, and called for "sympathetic understanding and cooperation between networks and stations."

No 'Doom-Caller'

He was never one of those doom-callers who predicted that TV would wipe out radio by this time, Gen. Sarnoff reminded. Since those pessimistic forecasts, he pointed out, "not three but four years have passed, and radio broadcasting is still with us and rendering nation-wide service.

"It plays too vital a role in the life of this nation to be cancelled out by another medium. I have witnessed too many cycles of advance and adaptation to believe that a service so intimately integrated with American life can become extinct."

But it would be "closing our eyes to reality" to fail to see that "radio has been undergoing fundamental changes," he asserted.

"A process of adjustment is necessary, and it is taking place," he continued. "Nevertheless, it has been complicated by the fact that the changes in radio have not been uniform throughout the system. Radio networks have been affected differently from stations, and the effects have also varied widely from station to station."

With rate changes made "in appropriate cases" where TV has cut sharply into radio listening during certain hours, radio now "is an outstanding advertising buy in terms of the cost for what it delivers," comparing favorably with printed media, "whose rates have been going up without equivalent increases in circulation."

Noting that "stations have been able to adjust their own sales patterns to the opportunities of the market," he warned that "unless networks can work out arrangements with their affiliates permitting similar flexibility in network sales, they will not be able to take full advantage of sales opportunities available to them."

He pointed out that radio network time sales have dropped 22% since 1948, while national spot volume has risen 19% and local sales 35%, but emphasized that "the overall increase in time sales is proof that radio has continuing economic opportunities." He continued:

'Individual Listening'

"Radio is being used widely and intensively—but it is being used differently. Family listening is giving way to individual listening. There are sets in kitchens, dining rooms and bedrooms, in workrooms and playrooms. They are used to meet individual interests in certain types of programs; and they are also used when the mood calls for something different from the television fare available at the particular time.

"Whether it be the printed word, the spoken word, or the sound picture, the value of their service depends not on their ability to undermine each other, but on their ingenuity in making the most of their individual appeals.

"Radio, for example, can maintain large and loyal audiences by providing more programs of broad and selected appeal, so that millions will turn to it for the satisfaction of their special interests.

"National advertisers can use radio networks

AWARD of American Heritage Foundation to NARTB for its role in election drive is presented to NARTB President Harold E. Fellows (right) by Theodore S. Repplier, president of the Advertising Council. (See story in AWARDS, page 112).

March 9, 1953

Mr. Frank Matthews
W.O.A.I
San Antonio, Texas -

Dear Sir -

I have been a captain on American Airlines for the past twenty four years - For the past two years, if I am in the air, I always tune in on W.O.A.I. at ten p.m. for your news-cast. I have heard your broadcast between New York and Washington D.C.; New York and Chicago; San Francisco and Dallas, over the Grande Canyon; Las Angeles and Dallas, over Palm Springs Calif.; and Mexico City and Dallas, over Mexico City and Tampico -

Night I listened to your news-cast over the Grande Canyon, which came in strong and clear - This news is passed back to our passengers -

it comes in clear - Saturday

W O A I is truly a clear channel station - Hoping I have the pleasure of meeting you personally, I remain

Yours truly,

A R Perkins
Captain, American Airlines

4407 Pershing St.
Ft Worth, Texas

North, South, East, West
and in-between, too

WOAI and its 50,000 watt clear channel voice *serve* and *sell*.

WOAI is the most powerful advertising influence in the Great Southwest.

NBC TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

NOW Increased Power for Increased Sales

WJAR-TV
PROVIDENCE R. I.

★ **MOVED** . . . . . to CHANNEL **10**

★ **INCREASED POWER** . . to (200 kw Video / 100 kw Audio

★ **REACHING** . . . . . 5,423,000 people*
with . . . . .1,016,600 sets • and an

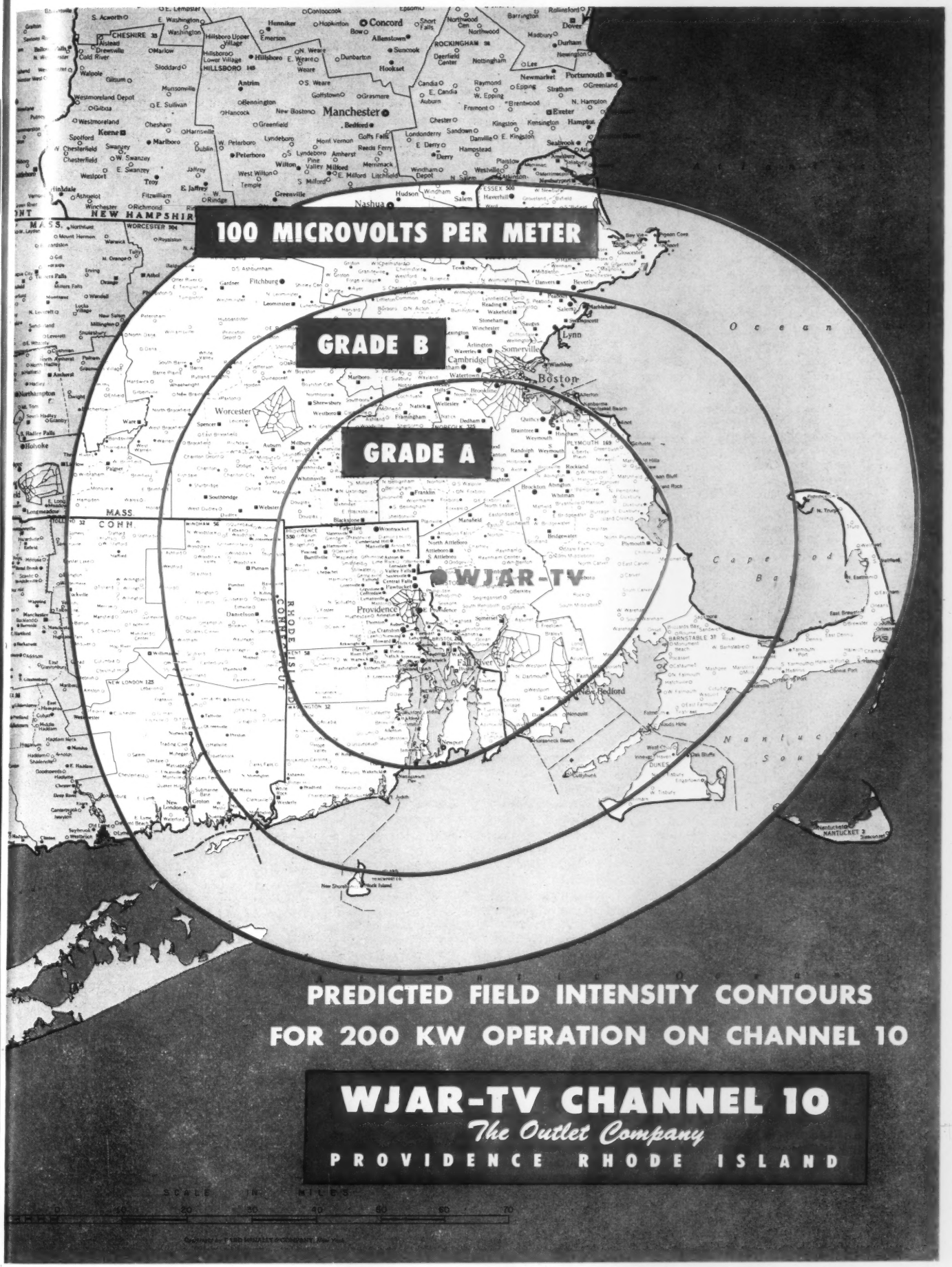
★ **ANNUAL BUYING POWER** of $8,222,224,000.

*All of Rhode Island; Central and Eastern Massachusetts, including Boston, Worcester, Fall River, New Bedford, Cape Cod; Eastern Connecticut, including New London.

Your **Persistent** Salesman in an **Increased** Multi-Million Dollar Market . . .

WJAR - TV
PROVIDENCE, R.I.
CHANNEL 10

Represented Nationally by
Weed Television



PREDICTED FIELD INTENSITY CONTOURS
FOR 200 KW OPERATION ON CHANNEL 10

WJAR-TV CHANNEL 10

The Outlet Company

PROVIDENCE RHODE ISLAND

XUM

and stations to reach massive audiences at low cost, just as they use selected magazines read by large groups with special interests. Networks and stations alike have a prime obligation to re-educate the advertiser in line with changes in audience and program.

"We have a solid basis for continuance of a vigorous national radio service that can co-exist with television. However, to build on that base solidly, stations and networks must strive to work out a balance of interests that will enable each to maintain economic health in the period ahead."

Gen. Sarnoff said that while the goal in radio must be "to strengthen the economic base of a nationwide system already in existence," the objective in TV "is to complete the building of a nationwide system now in the process of formation." "Here, too," he said, "we face serious economic challenge."

The TV industry "is only on the threshold of its destiny," he declared, cautioning that it must be operated as "an instrumentality for public service."

He said advertisers "understandably" are showing concern over TV costs, but he was confident that "these costs must and will be stabilized eventually." Television, he continued, "has become so indespensable to the public and so valuable to the business community that it will of necessity find sensible solutions."

New techniques to make TV available to more advertisers should be immediate objectives, Gen. Sarnoff asserted, calling attention to various types of participating sponsorships being devised by the networks with this in mind. Also, he added, existing sponsors will learn to use TV more flexibly and efficiently, thus becoming able to control their costs and get greater value from their advertising dollars.

"If stations, networks and advertisers can be as bold and inventive in the use of television as the scientists have been in creating it," he said, "we will see this new medium grow in scope, in influence, and in prosperity."

Networks Will Expand

He foresaw "networks reaching into all parts of the country, supported by many more large and small national advertisers," with the stations and their local advertisers presenting strong local programs and the networks providing a national program service "that will make the present schedules seem primitive.

"The potentialities of television as yet have barely been sketched," he continued. "They stir the imagination. For all of us connected with the new medium it holds out the vision of a great adventure."

Turning to the relationships between TV and the movies, he observed that "audiences in the home and audiences in the theatre are quite different human entities. They will not long be satisfied with the same fare. They will expect, and rightly so, something in the theatre unlike what they can tap at home—and vice versa. This is all to the good, for it means that there is need for both types of offering. To satisfy this dual need calls for imagination, artistic enterprise and open-minded experimentation in the motion picture theatre and the television home alike."

Gen. Sarnoff called for vigilance in maintaining high standards in programming, for originality and avoidance of the easy course of programming by formula—"the road to sterility"—and for maintenance of high standards of good taste.

"I believe that the industry has demonstrated that it can arrive at reasonable, commonsense judgments which rule out the vulgar and the offensive without imparing artistic effectiveness," he declared. "Advertisers have recognized that a message presented with tact and in good taste will win more customers and goodwill than blatant commercials or claims exaggerated to the point of irritation."

Television, like radio, must be based on the "solid foundation" of service to the American people, Gen. Sarnoff asserted. He saw no place in it for "Get-Rich-Quick Wallingfords, more interested in what they can take than what they can give." Though such operators "may ride high for a time," he cautioned, "they will have no staying power. Sooner or later the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded."

Looking over the technical horizons, he characterized uhf as "the band of the future," declaring that uhf operations "will fill a place of growing significance in television." He cited new techniques in closed-circuit TV; developments in solid-state electronics, "of which the transistor promises to become the master key to new advances in radio and television"; and in video tape, which he called "a true electronic system of program storage, with great advantages of economy and convenience."

TV Voting System

Gen. Sarnoff also reported that Dr. V. K. Zworykin of RCA Labs., is working on an "electronic audience voting system"—a device which, attached to the home TV set, will enable listeners by pushing a button to register an opinion at the TV station.

"The purpose, of course," he explained "is to get from listeners and lookers their reactions to programs and issues of the day. Eventually we may have a national push-button poll, the results of which can be tabulated automatically by electronic computers at a central point. Thus, public opinion throughout the nation could be sampled simultaneously."

On the subject of color TV he recalled that the opportunities of black-and-white TV were recognized at the outset by forward-looking broadcasters, to their profit, and expressed the view that with the coming of color "those who are determined to lead in broadcasting will again, I am sure, act promptly."

Overall, Gen. Sarnoff said, broadcasting is "now in the throes of one of these great cycles of transition to a higher level." He continued:

"Although the problems of transition are large, the prospects are correspondingly promising. We have in radio a very flexible, inexpensive medium with powers of resilience and adjustment greater than some may realize. We have in television an unparalleled communications system which has become an indispensable tool of American salesmanship and a major influence in American life.

"The public wants both radio and television. It will use each of them to the extent that it serves and satisfies the public interest. Our economy needs both mediums, and it is big enough to support both, provided they will conscientiously meet its requirements for effective and economical advertising. . . .

"In facing the future, the experience we have gained in more than a quarter-century of broadcasting gives us confidence that American ingenuity and skill can solve problems as they arise. My own confidence in the future rests on the fact that science is our partner, and that radio and television are in the hands of resourceful men and women—the broadcasters of America—who have built a great industry on the tradition of dedicated service to the American people."

After his speech, Gen. Sarnoff was presented by NARTB President Harold E. Fellows with the association's first annual Keynoter Award, in the form of a plaque and a key, honoring him as a pioneer "whose vision, industry, leadership, and faith are essential components of the free American system of broadcasting . . . for his good citizenship in the quiet hours and in the hours of strife . . . for the steadfastness which has marked his achievements in modern times . . . and because he has shared his great dream of communications with the millions whom we serve."

Gen. Sarnoff's address came at the initial session of the convention. Clair R. McCollough of the Steinman Stations, convention chairman, presided over the opening, introducing Lucille Ball and Desi Arnez, stars of the *I Love Lucy* television show, who welcomed the group. He then read messages of greeting from President Eisenhower, Vice President Nixon, and California's Gov. Earl Warren, preceding Gen. Sarnoff's speech.

STERLING GIVES CONELRAD REPORT

(For text of CONELRAD report see FOR THE RECORD, Page 118)

FULL IMPORT of the CONELRAD plan to avert "homing" of enemy bombers on broadcast signals was explained to broadcasters at the NARTB Convention Wednesday by FCC Comr. George E. Sterling. The full plan to "control electronic radiation" goes into effect May 15.

Complimenting broadcasters and industry engineers for their cooperation in the civil defense measure, Comr. Sterling reported that more than 1,000 stations now are operating in the CONELRAD system. But, he said, "We need more. More stations mean greater navigational deception and assure wider dissemination of information to the public."

Comr. Sterling pointed out it is mandatory that all stations—AM, FM and TV—"have radio equipment to receive the radio alert message when broadcast from key stations." This equipment includes a special monitor receiver tuned to the key station in any given area.

The FCC spokesman explained differences between a CONELRAD "test" and "drill." The test is conducted during regular experimental hours late at night and such tests in the future will come every three or four months, using the special 640 kc and 1240 kc "cluster sequential" type of intermittant transmission.

The drill, he pointed out, involves direct public participation during regular broadcast hours.

"A full CONELRAD drill will have a tremendous impact on the industry and the public," he said. "The cost of such an operation has been estimated to be $3 million an hour. We have not tried to determine the effect on the public during a drill."

Comr. Sterling advised that a public drill is not contemplated "for the present." He said industry will be consulted before such a drill is scheduled.

Civil defense programming during an "alert" is being worked out, he related, as well as operation of stations in event of an actual enemy attack.

Steve McCormick, Federal Civil Defense Administration, answered broadcasters' questions on programming during an alert and other problems connected with CD.

Figures don't lie!

Hooper and Standard Audit

Prove You Need kglo

to sell this rich, Midwestern Market

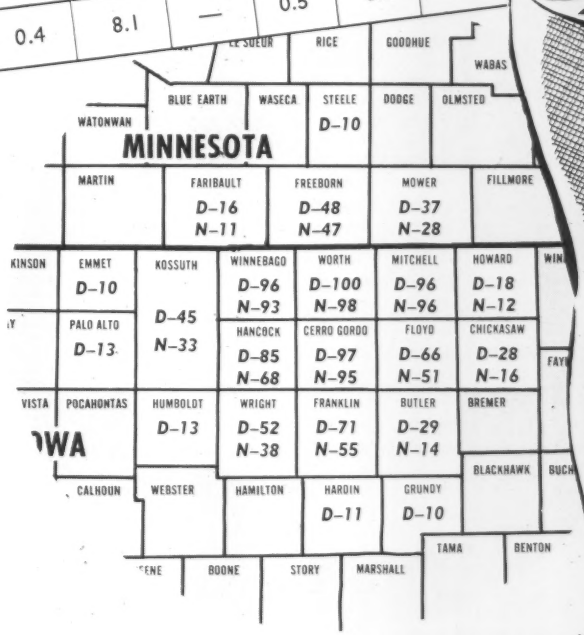
HOOPER RADIO AUDIENCE INDEX Nov., 1952 thru Feb., 1953

Mason City, Iowa — CITY ZONE

SHARE OF RADIO AUDIENCE

TIME	Radio Sets in Use	KGLO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Other AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	28.4	63.7	0.2	14.0	7.1	3.0	9.7	2.2
Mon. thru Fri. 12:00 Noon — 6:00 PM	27.9	75.0	0.6	10.5	7.0*	1.4	5.4	1.3
Sunday 12:00 Noon — 6:00 PM	25.6	57.3	1.2	28.0	5.3*	1.1	3.0	5.2
Sun. thru Sat. Eve 6:00 PM — 10:30 PM	38.1	81.0	0.4	8.1	—	0.5	8.4	1.6

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at local sunset.



D-Daytime Audience N-Nighttime Audience
Total weekly audience percentage from Standard Station Audience Report, Spring, 1952

Figures from latest Hooperatings show the average KGLO audience is more than four times as great as any other station in the Mason City area. Invest your dollars wisely — include KGLO to sell this rich midwestern farm market of northern Iowa and southern Minnesota.

For availabilities, write or call Walter Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS **kglo,**

MASON CITY, IOWA
1300 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois
Represented by Weed & Company

INTERNATIONAL TV EXCHANGE NEXT, McNAUGHTEN TELLS BROADCASTERS

Broadcast Engineering Conference hears NARTB engineering manager predict submarine transistor cables linking the continents. He cites upcoming Coronation telecast as an example of how "microwaves are turning back the time curtain."

AN EXCHANGE of international TV programs, on a global basis, was predicted for the near future by Neal McNaughten, NARTB manager of engineering, Wednesday, at the 7th annual Broadcast Engineering Conference of the NARTB in Burdette Hall of the Los Angeles Philharmonic Bldg.

"With the entire field of microwaves and the possibility of submarine transistor cables before us, who is to say that global television is impossible?", he told the engineering conference.

Pointing out that long distance TV was possible in 1925 on frequencies used then, he stated that "transmission requirements of more intelligence and information required that the system be placed at higher frequencies with far shorter range.

"The answer," Mr. McNaughten added, "lies in a submarine transistor cable using a transistor repeater unit—smaller than a cigarette—to augment microwave relays between the continents of the world.

High Power Tubes

"We have relatively high power tubes in the 6,000 to 8,000 megacycles band; the traveling wave tube holds much promise of higher frequencies; we have multiplexed sound and video signals, and Bell Labs. is working in long distance wave guides using frequencies so high I'm also afraid to mention them.

"As an example of how microwaves, augmented in many cases by the coaxial cable, are turning back the time curtain in global TV, it is my understanding that the motion picture of the Coronation will be flown from London to a point in Canada by jet bombers and placed on a microwave system feeding into the U.S., thereby picking up about one hour of time since it would take jets about one hour to fly the additional 400 miles into the U.S."

Six technical papers on various phases of TV were given during the Wednesday morning opening session of the engineering conference when Frank L. Marx, ABC vice-president in charge of engineering, presided. [See summary of engineering papers, B•T, April 27].

Russell J. Tinkham, midwest district manager, Ampex Electric Corp., discussed "Automatic Station Operation," while R. C. Bickel, engineering dept., Andrew Corp., delivered a paper written by Chief Engineer J. S. Brown, titled "Waveguides for Uhf Television." L. O. Krause, section engineer, commercial and government equipment dept., General Electric Co., spoke on "Contouring Television Antenna Patterns." There was an explanation on "Methods of Control of the Vertical Pattern of Uhf and Vhf Antennas" by O. F. Fiet and I. J. Wolf, RCA Victor Div.

"A 3-D for Television" progress report was made by Alex Quiroga and Glen Akins, ABC-TV Hollywood staff engineers. (See ABC 3-D demonstration story, page 50). Dr. Frank G. Back, secretary, Television Zoomar Corp., spoke on "Zoomar Lenses in Television."

Royal V. Howard, executive engineer, Committee for Free Asia, presided at the Wednesday afternoon session, when six additional technical papers were given.

William F. Rust Jr., president, Rust Industrial Co., had for his topic "Operation and Installation Problems of Remote Control Equipment," with Ben Akerman, chief engineer, WGST Atlanta, discussing "Remote Control of FM 10 kw Transmitter." Rodney D. Chipp, director of engineering, DuMont TV network, outlined "Proof of Performance Measurements for Television."

WSM-TV Experiment

Aaron Shelton, chief engineer, WSM-TV Nashville, read a paper relating to WSM-TV's experimental booster station, prepared by John H. Dewitt Jr., station president.

Other papers read included "High Efficiency AM Radiation from High Television Towers," by Glenn D. Gillett, senior partner, Gillett & Bergquist, consulting engineers, and "The Proper Care of a Tower and Installation from a Tower Designer's Viewpoint," by J. Roger Hayden, Ideco Towers sales manager.

The Thursday all-day session included nine technical papers and discussions. Albert J. Baracket, head of studio equipment dept., and James Valentine, manager of TV station installation dept., Federal Telecommunication Labs. Inc., told the engineering conference "How to Set Up a Television Technical Operation With Two Persons." "The Multi-Scanner—A Versatile Scanner for Film, Opaques and Slides" was jointly discussed by George R. Tingley, head of the color and video technique dept., and Jesse H. Haines, senior engineer, color and video technique dept., Allen B. DuMont Labs. Inc.

"The Mechanisms in Transistor Electronics" were explained by Robert M. Ryder, electronic apparatus development engineer, Bell Telephone Labs. A broad description of "Developments in the Application of Transistors" was given by Allen A. Barco, section head, RCA Labs. An illustrated discussion of "Television Test Equipment" was given by Roy Moffett, NBC-TV staff engineer. There was a review of "The NTSC Color Television System" by W. R. G. Baker, chairman, National Television System Committee and vice president in charge of electronics, General Electric Co., and I. J. Kaar, vice president of Panel 18, National Television System Committee and manager of engineering, General Electric Co.

John T. Mullin, chief engineer, electronics div., Bing Crosby Enterprises Inc., discussed the VTR system now under development by his company.

Low Budget TV

With James L. Middlebrooks, engineering director, KING-TV Seattle, as moderator, Leroy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington, W. Va.; Joseph Herold, manager, KBTV (TV) Denver, and Orrin Towner, director of engineering, WHAS-TV Louisville, participated in a symposium on "Low Budget Television Operations."

The engineering conference agenda was completed Friday with addresses on "Television Film Scanner" by Ernest H. Traub, project engineer, Philco Corp.; "Development of the Staticon Camera," by Louis L. Pourciau, head of TV development section, General Precision Laboratory, and "Installation Problems and Operating Results of Diesel Electric Standby Units in Television Transmitters," by R. V. Bradley, sales development div., Caterpillar Tractor Co.

Others Who Spoke

Other talks given were: W. E. Stewart, manager, TV projector design, RCA Victor Div., "Requirements for High Quality TV Film Projectors"; Herbert A. Kliegl, vice president, Kliegl Bros., "Approved Wiring and Control Methods and Devices for Television Studio Lighting"; Charles Shevlin, sales and development engineering staff, Century Lighting Co., "Progress in Studio Lighting." A joint discussion on "CBS Television City Audio and Video Facilities" was given by R. S. O'Brien, R. B. Monroe and P. E. Fish, senior engineers, CBS, New York. Fred Whitney, test film engineer, Society of Motion Picture and Television Engineers, and Paul Huhndorff, chief engineer, KPRC-TV Houston, jointly discussed "Projector Maintenance and Test Films."

ANDY JAREMA, WKOP Binghamton, N. Y., low net winner of the 19th annual NARTB-B•T Golf Tournament, and Sil Aston, KMBY Monterey, Calif., low gross winner, with their trophies. **(Story and pictures on page 92).**

Feted With Fashion

NARTB wives were entertained at a luncheon and fashion show Wednesday, co-hosted by Southern California Broadcasters Assn. and Television Broadcasters of Southern California in the Crystal Room of the Beverly Hills Hotel.

With Eddie Cantor as m.c. and songs by Lucille Norman and Jimmy Wakely, the fashions and models were provided by Heft's Hotel Shops.

Among the recipients of door prizes were Mmes. G. Richard Shafto, WIS Columbia, S. C.; Louis Bookwalter, KOIN Portland; John Poole, Cliff Gill, Robert McAndrews, all KBIG Avalon, Calif.; Roger Sawyer, KGLO Mason City, Iowa; Ralph Shepard, KWOA Worthington, Minn., and Benjamin Lockerd, KDIX Dickinson, N. D.

HOW TO SELL TIME TO DEPARTMENT STORES

DEPARTMENT STORE STUDIES have been responsible for the revived interest in the use of radio by department stores.

DEPARTMENT STORE STUDIES themselves are prepared from material gathered in tests conducted in various parts of the country.

DEPARTMENT STORE STUDIES
Make
Not Relate
Radio Success Stories

SAYS HOWARD P. ABRAHAMS, manager, sales promotion division and visual merchandising group, National Retail Dry Goods Association.

Department Store Studies have pinpointed an effective way for stores to use radio as a selling tool. I have been associated with these studies from the start and I know their use has awakened store interest in this means of promotion.

SAYS GERVASE N. BUTLER, Associate Editor, Department Store Economist.

Department Store Studies offer the radio station a double advantage . . . they interpret the store selling message on a wide variety of merchandise in actual copy . . . they provide ready made, sales tested formulas matched to the needs of local store advertisers.

For further Information contact

DEPARTMENT STORE STUDIES

119 WEST MARKET STREET, POTTSVILLE, PENNSYLVANIA

With pleasure and pride
WBUF-TV
CHANNEL 17 . . . Buffalo
Announces the appointment of
H-R TELEVISION, Inc.
New York Chicago Los Angeles San Francisco
AS ITS EXCLUSIVE NATIONAL REPRESENTATIVES

NATIONALLY REPRESENTING:

WFBG-TV	ALTOONA, PA.
WNAC-TV	BOSTON, MASS.
WBUF-TV	BUFFALO, NEW YORK
WJIM-TV	LANSING, MICH.
WLOK-TV	LIMA, OHIO
KNOE-TV	MONROE, LA.
WHUM-TV	READING, PA.
KSTM-TV	ST. LOUIS, MO.
WOR-TV	NEW YORK (West Coast)

XUM

WBUF-TV
CHANNEL 17 BUFFALO

will give the

TELE-VIEWERS of the Nation's

BUY-INGEST Market

★ the finest programs of

MAJOR NETWORKS
ABC • DUMONT

★ WBUF-TV will give its

ADVERTISERS in the Nation's

BUY-INGEST Market

the WBUF-TV **4-POINT GUARANTEED PLAN**

★ plus the WBUF-TV MERCHANDISING PROGRAM

H-R TELEVISION, Inc.

New York
Chicago
Los Angeles
San Francisco

XUM

ABC SHOWS TV 3-D AT NARTB MEETING

ABC unveils 3-D video system over its KECA-TV Los Angeles in special showing at NARTB convention. The system requires polarized glasses and a special TV receiver.

ARMED with special FCC authority to conduct experimental tests, ABC last Wednesday unveiled a three-dimensional television system, using its o&o KECA-TV Los Angeles as the originating outlet for live telecasts.

The experimental telecast was demonstrated at a special press showing during the 31st annual NARTB Convention at the Biltmore Hotel. ABC plans to continue similar tests on a limited basis this week, using a TV projection set that employs two picture tubes and a non-depolarizing screen.

Uses Polarized Glasses

The ABC system requires use of polarized light glasses and a specially designed TV receiver. It utilizes two pictures, each representing an eye of the camera. Pictures are transmitted in fleeting sequences, each for 1/60th of a second. While only one picture appears at a time on the screen, both appear to be seen together, giving three-dimensional effect.

The three-dimensional picture was televised with a conventional TV camera, modified with accessories—rotating plastic disc and a second, front-surface mirror—for the demonstration. The disc rotates in exact synchronism with the TV frame rate of 30 complete pictures per second. Half the time, the camera sees a direct picture through the clear portion of the disc, the other half through a combination of the mirrored portion of the disc and the fixed mirror.

Commenting on the experimental telecasts, Frank Marx, ABC vice president in charge of engineering, said the demonstration is merely a means of showing one method of possible 3-D TV transmission. He said it should not be regarded as "final or conclusive" for home televiewing.

When the system would be commercially ready was not indicated at Wednesday's press showing. It was explained that there are many factors involved in its perfection and that its availability is some time off yet.

Phil Caldwell, director of engineering and general services for ABC Western Div., said home receivers will require two picture tubes instead of one.

Home Images Blurred

Home viewers receive blurred or scrambled pictures during the tests, with KECA-TV so notifying them before each experiment is held.

Viewers of the ABC 3-D tests last Wednesday were distributed polarized glasses to receive the special effect during the showing, which included a portion of ABC-TV's *Space Patrol* live and a special 3-D film.

The system was developed experimentally in recent months by Glenn Akins and Alex Quiroga, ABC staff engineers, under direction of Cameron Pierce, KECA-TV chief engineer. The glasses were manufactured by Polaroid Corp. and distributed by Natural Vision Corp.

BROADCASTERS WARNED ON RATE CUTS AT 'PROFITABLE OPERATIONS' SESSION

Allerton, Morency, Kobak join chorus of indignation directed against radio rate-cutting during NARTB general session on profitable station operation. Their refrain adds up to this: The station which doesn't keep to its rate card is undermining itself. NARTB's five-city market report highlights meeting.

LIKE an old refrain—but perhaps not as popular—rate-paring practices on an increasing scale haunted U. S. broadcasters last week during the 31st annual NARTB convention in Los Angeles.

The setting was an NARTB general session on profitable station operation, highlighted by a five-cities market report from Richard Allerton, NARTB manager of research.

Once again, as in the past, admonitions went out that broadcasters had best adhere to their established, published rate cards lest they undermine their relationships with advertisers and agencies alike.

The warnings were sounded by Paul W. Morency, vice president-general manager of WTIC Hartford, and other members of the NARTB AM committee, and in session-ending comments by Edgar Kobak, consultant and owner of WTWA Thomson, Ga.

Mr. Allerton reported on NARTB's five-cities survey embracing the "principles of profitable radio station operation"—programming, sales, personnel, public service and financial factors. [See story on report in FEATURE SECTION, this issue.]

Mr. Allerton's report was followed by questions and answers from the floor of the Biltmore Theatre, which drew a substantial number of broadcasters, many of them from small, independent stations throughout the country.

Panel Members

Participating along with Mr. Morency and Mr. Allerton on the panel were John Esau, vice president and general manager, KTUL Tulsa; William C. Grove, general manager, KFBC Cheyenne, Wyo.; Lee Little, president, KTUC Tucson; John F. Patt, president, WGAR Cleveland; G. Richard Shafto, vice president-general manager, WIS Columbia, S. C., and F. C. Sowell, general manager, WLAC Nashville.

Aside from rate-cutting, other topics explored were public service programming, sales and merchandising co-op advertising billing practices, radio's health as a broadcast medium, music news formats as an antidote to TV competition, and time devoted to religious programs.

Mr. Morency, who was introduced as presiding officer by NARTB President Harold E. Fellows—and who is chairman of the Affiliates Committee—told broadcasters that rate-cutting "undermines the ability of our advertisers and agencies to know they are paying a proper rate. This uncertainty, he noted, defies the principle of "equal treatment to the competition."

Mr. Kobak, who heads the American Research Foundation, described rate-cut solicitations as an "insult to the integrity" of broadcasters. He said that throughout his years in the industry he had never been asked for sub-established rates.

Mr. Allerton told broadcasters that stations indulging in rate cuts "have not been making money, even though their revenue volume may be high."

One irate small station operator told his fellow colleagues that a large number of "major stations—clear channel outlets" have pared their rates and asked: "What can we say when advertisers come to us and tell us that some of the high power stations have cut theirs?" He claimed that "some of the million dollar boys" were not represented at the session.

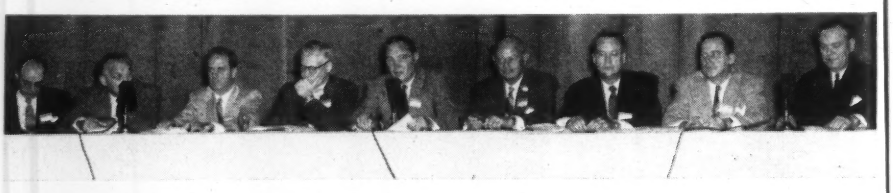
Robert B. Hanna Jr., manager of WGY Schenectady, N. Y., said "there are still many 50 kw stations which sell at the rate card." Victor Sholis, vice president and director, WHAS-AM-TV Louisville, said "its getting lonesome on the rate card."

One station operator reported that some stations "have been giving away programs" to prevent them from going to other stations. Mr. Patt said he heard "they're cutting rates even in television and until each broadcaster realizes he is hurting himself when he departs from established, published rates," rate-cutting practices will continue.

Question of billing advertisers at the local or national rate on co-op programs was raised by A. J. Mosby Jr., president and general manager of KGVO Missoula, Mont. He wanted to know whether a trend had set in within the industry, not with respect to "double-billing," but to actual billing procedure. He noted that some stations charge as much as 25% more than local rate for administrative and other costs.

One small independent station operator reported the administrative burden of furnishing affidavits to agencies on time purchased. Mr. Morency felt the industry might well undertake a new study on standardization of rate cards.

Public service programming—with or without a profit—got a considerable airing. Mr. Patt said he felt there has been an "abdication" of responsibility in recent years. He called for more such programs. Mr. Shafto claimed there is no answer on how to make it



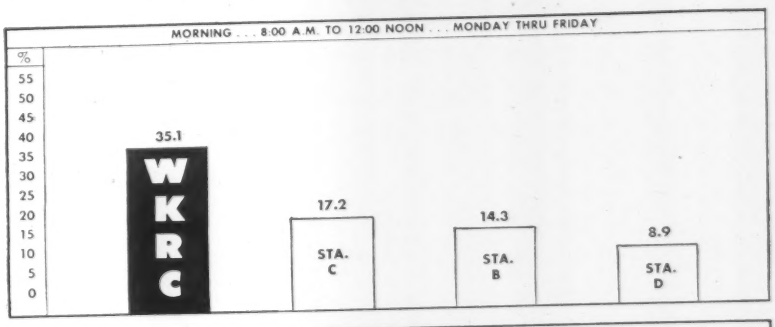
PANEL members participating in NARTB general session on profitable station operation during the convention included (l to r): F. C. Sowell, WLAC Nashville; John Esau, KTUL Tulsa; G. Richard Shafto, WIS Columbia, S. C.; Richard Allerton, NARTB research manager; Paul W. Morency, WTIC Hartford, Conn., who presided over informal floor discussions; Lee Little, KTUC Tucson, Ariz.; William C. Grove, KFBC Cheyenne, Wyo.; John F. Patt, WGAR Cleveland, and Harold E. Fellows, NARTB president. Session was held at the Biltmore Theatre in Los Angeles last Wednesday afternoon.

Here's MORE Proof

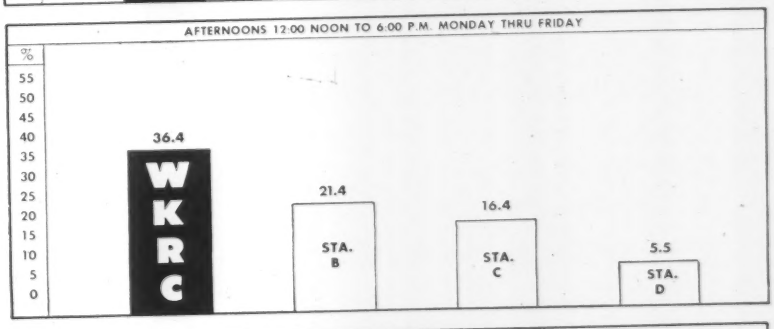
WKRC DOMINATES Cincinnati

COMPARISON OF CINCINNATI NETWORK STATIONS HOOPER SHARE OF AUDIENCE - FEBRUARY - MARCH 1953

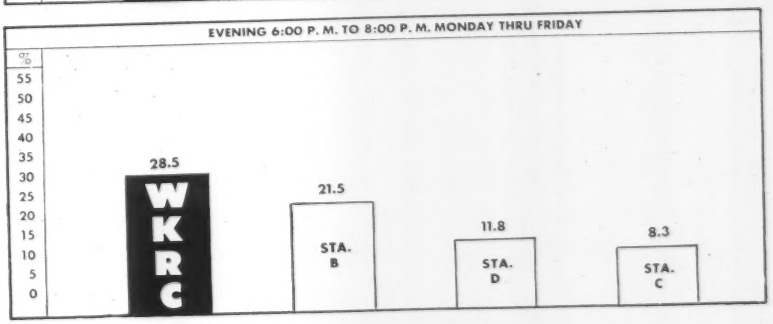
MORNING



AFTERNOON



EVENING



And according to the January-February 1953 Local Pulse, WKRC also dominates morning, afternoon and evening.

CINCINNATI'S BEST BUY!

David G. Taft, *Vice President*
Radio Cincinnati, Inc.

Kenneth W. Church
Vice President & National Sales Manager
Radio Cincinnati, Inc.

THE CBS NETWORK . . . REPRESENTED BY THE KATZ AGENCY

profitable directly "in terms of dollars and cents"—only indirectly. Mr. Sowell said showmanship is needed in many instances.

Les Biederman, general manager, WTCM Traverse City, Mich., told his colleagues that any station that isn't a part of its community isn't a "successful station." He noted that, on public service shows, "you can't rub elbows with these people without making a profit."

Ratings 'Murdered'

George Turpin, vice president and general manager, KEYY Provo, Utah, said it is inconsistent to air some public service shows after good music blocks. He reported "some public service programs murder a station ratingwise—especially a good music station."

Question of "out-of-pocket" expenditures for merchandising on sales also was pursued. Role of station salesmen in merchandising drives also was explored.

BACKSTAGE meeting took place at Biltmore Theatre before NARTB general session on profitable radio station operation. Chatting are Paul W. Morency (l), vice president-general manager, WTIC Hartford, Conn., and NARTB President Harold E. Fellows. Mr. Morency, who was introduced by Mr. Fellows, presided over panel consisting of members of NARTB AM Committee. Highlight of session was a five-city market report given by Richard M. Allerton, NARTB manager of research.

Mr. Morency noted a "growing opinion" that music-news format should be developed to combat TV competition. Mr. Esau said radio is the only medium with the ability to create "word pictures" and suggested "it is cutting its own throat trying to compete with TV" with music-news. He urged operators to build programming and personalities.

Urges Block Programming

Robert Earle, general manager, WIBR Baton Rouge, La., disagreed, claiming that block programming which emphasizes distinctive disc jockey personalities is the answer.

William Lester, production manager, KOY Phoenix, urged broadcasters to urge their colleagues to listen to the radio. Mr. Morency conceded that in many instances "I'm afraid it's true that advertisers have more faith in our medium than our salesmen and others." He suggested a promotion drive looking toward a reinvigoration of radio's confidence in itself —a fresh approach.

NARTB Entertained

ALL-STAR Hollywood cast entertained NARTB banquet guests Thursday night at the annual convention dinner held at the Paladium. Danny Thomas was m.c. Other entertainers were Celeste Holm, Dennis Day, Abbot & Costello, Basee Trio, Edgar Bergen, Gene Autry and the Cass County Boys. A rodeo theme featured the show. Robert Armbruster was musical director, presiding over a 46-piece orchestra and a chorus of 40. Russ Morgan's orchestra played dinner music.

ENGINEERS DISCUSS 'LOW BUDGET' VIDEO

DRAWING from personal experience, a three man panel gave its views on "low budget operation" of a TV station at Thursday's session of the seventh annual Broadcast Engineering Conference at the NARTB convention, with James L. Middlebrooks, engineering director, KING-TV Seattle as moderator.

Sub-titling the panel session as "Sound Station Planning and Economical Operation," Mr. Middlebrooks reminded the engineers that "station operation on any level is an expensive business" and at the very start management and department heads must be in agreement.

He stated that station coverage should be the first concrete fact and cautioned those who have ambitions to own a TV outlet to "carefully review your plans before starting construction. It will save many headaches." He said many manpower savings must be installed to facilitate operation.

LeRoy E. Kilpatrick, vice president and technical director, WSAZ-TV Huntington, W. Va., advised the engineer delegates that "if you are entering the category of a low budget TV operation, it may be more imperative than ever before, that you plan your operation for minimum expenses consistent with maximum efficiency."

He suggested that for low-budget TV station operation, it be so arranged that each man, when necessary, be able to perform two or more functions.

The chief engineer is assuming more responsibility in the overall operation of a TV station, was the opinion of Joseph Herald, manager, KBTV Denver. He said a TV station's personnel must be versatile in a wide field of operation. He further reminded that at a low budget station a great deal of responsibility is carried by the technical personnel.

Illustrating his talk with slides showing the operation of his station, Orrin Towner, director of engineering, WHAS-TV Louisville, covered eight points in the problems of budgets, and manpower efficiency. He showed various steps through equipment installation to reduce manpower problems.

CCBS Members Approve

MEMBERS of Clear Channel Broadcasting Service approved recent actions by its headquarters staff at a meeting held Thursday afternoon during the NARTB Los Angeles Convention. About 30 station members attended the meeting. Harold Hough, WBAP Fort Worth, presented Hollis Seavey, new CCBS director, to the group and complimented him for his services since assuming the post a few weeks ago.

NARTB DELIBERATES ASCAP-TV BATTLE

New Music License group reviews developments for station operators. Authority has been given the committee to "secure a satisfactory agreement" with ASCAP.

STATUS of the TV industry fight with ASCAP over equitable fees for per-program and blanket licenses was reviewed for station operators during the NARTB convention in Los Angeles last week.

Mr. Miller

Developments in litigation, negotiations and key issues were explored last Thursday for the edification of new TV station operators by the All Industry Television Per-Program Committee under Dwight Martin, WOR New York.

The committee passed a resolution to change its name—to the All-Industry Local TV Music License Committee—and also appointed eight new members in a move to make the unit more representative of geographical districts of the country.

The committee has been given authority to "take steps to secure a satisfactory license and per-program agreement" with ASCAP. It also pledged cooperation with network representatives who have been conducting informal discussions with the union in recent months. Current interim agreement with ASCAP expires Dec. 31, 1953.

Judge Miller Urges Support

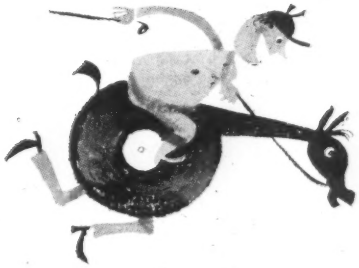
Judge Justin Miller, NARTB board chairman and general counsel, spoke briefly. He urged TV broadcasters to support the committee and enlarge itself. Judge Miller presided over the initial meeting of the committee in September 1949 and named the first members to the group.

The industry-ASCAP feud has been a bitter one from the outset, carrying through the courts and involving some 56 stations which sued ASCAP under a consent decree. In view of RCA Board Chairman David Sarnoff's prediction of an estimated $1 billion industry gross [see separate story], it's conceded that ASCAP conceivably might realize a $25 million profit from the TV industry if its demands for per-program and license agreements are met. The demands are on the basis of an approximate 2½% rate of gross, minus deductions.

The 56 stations which brought the original legal action have not been siphoning money into ASCAP coffers, while some network stations — mostly o & o — have been operating under a blanket agreement with the group. Fees for non-paying stations will be retroactive to January 1949 when the dispute is finally settled. (For ASCAP concession on radio position on local co-ops, see PROGRAM SERVICES).

ASCAP radio-TV revenue in 1952 was about $14 million and is expected to climb substantially.

New members named to the committee include: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Campbell Arnoux, WTAR-TV Norfolk,



One of America's top disc jockeys

WSM'S SMILIN' EDDIE HILL

In their 1953 Disc Jockey popularity and trade aspects surveys, Billboard asked this question:

"Which three disc jockeys, in your opinion, had the best local radio and/or TV jockey shows over the past year?"

When all the ballots were counted, WSM's Smilin' Eddie Hill was in a neck and neck tie for second place in the country and western field.

Not bad, considering the fact that the Eddie Hill Show has been aired by the Central South's Boss Salesmaker for only six months.

For all the facts about WSM's extraordinary ability to sell the Central South Market, just ask Irving Waugh or any Petry Man.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts

Va.; Phil Lasky, KPIX (TV) San Francisco; Gaines Kelley, WFMY-TV Greensboro, N. C.; Wayne Coy, KOB-TV Albuquerque; Jack Harris, KPRC-TV Houston; Hugh Terry, KLZ Denver; and Walter Damm, WTMJ-TV Milwaukee.

Present committee members are Paul Adanti, WHEN (TV) Syracuse, N. Y.; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont TV network; Irving Rosenhaus, WATV (TV) Newark; G. Richard Shafto, WIS Columbia, S. C.; Robert Swezey, WDSU-TV New Orleans, and Robert Thompson, WBEN-TV Buffalo.

Also present for the closed session last Thursday were Stuart Sprague, Sprague & Peck, general counsel; Judge Simon Rifkind, special litigation counsel; Joseph McDonald, NBC, and Robert Myers, former NARTB music committee chairman.

CAUTION URGED IN MERCHANDISING

Outler compares broadcasters to Columbus, and says there is too much merchandising on the auction block.

COMPARING broadcasters to Columbus, who didn't know where he was going, where he was when he got there, and doing it on someone else's money, John M. Outler Jr., general manager of WSB Atlanta, opened the radio merchandising panel Thursday in the Biltmore Hotel.

He expressed his belief that merchandising is a most powerful and dangerous tool and that his station's obligation is to sell itself to its audience as rate cards are predicated on that group. Decrying the fact that too much merchandising is on the auction block, Mr. Outler came out in favor of a plan uniform to all advertisers. Too many stations are engaged in bidding for clients with inducements not included in rate cards, he said, reminding that "the station that gives it away fastest goes broke firstest."

Helps Small Markets

Lee W. Jacobs, president of KBKR Baker, Ore., started a discussion of "Uniform Minimum Merchandising Plan," as conceived by Art Moore & Son, Seattle station representatives. With 45 member stations in Oregon, Washington and Idaho, the plan benefits small market stations who cannot afford to do a thorough and successful job of merchandising at a cost of $150 per year per station.

Declaring WIBW Topeka promotes the station first and the product incidentally, Ben Ludy, general manager, said this formula gains more listeners.

As it is possible to merchandise yourself right out of profits, Gilmore N. Nunn, president of WLAP Lexington, advocates cost accounting, because his station in the past had oversold itself. WLAP will do anything to merchandise an account, according to Mr. Nunn, but on a cost basis. Cautioning fellow members not to overlook utilities companies, he wound up the discussion by describing success of WLAP in using their monthly statement mailing to include station pieces after convincing firms how many people turn on radio sets.

FCC NOT DISCRIMINATING, HYDE TELLS CONVENTION

The new chairman discounts the idea that applicants might be placed in a disadvantageous position because of their other businesses. Asking industry cooperation on filings, he also stresses his preference for speeding up Commission actions.

IN HIS first speech as FCC Chairman, Rosel H. Hyde assured a crowded audience of broadcasters at the NARTB Convention last Thursday that he regarded as "untenable" the idea of FCC discriminating against applicants because of the nature of their businesses.

In comparative cases, as well as with uncontested applications, he said, justice and fairness require that FCC's decisions be based on the record—not on any "rule of thumb" against newspaper or other type of applicants—and that the criterion in contested cases is the service potential offered by the competing applicants.

Broadcasting is a service which has benefited greatly from the "ideas and ingenuity" of persons who have come into it from a wide range of business pursuits, Chairman Hyde declared.

He called upon applicants to help a "literally swamped" FCC through its TV processing problems by eliminating "inconsequential detail, minutia and trivia" from hearing cases, and also, as much as possible, by submitting their cases in writing, waiving oral hearings altogether.

Speeding up the Commission's processing functions by such methods as these, he said, is to him preferable to the alternative of rearranging processing lines.

Warns 'Strike' Applications

He also served new warning—though he acknowledged that he was not addressing the appropriate audience on this subject—that FCC intends to follow through against "strike" applications—those filed for the purpose of delaying other applicants.

On the subject of color TV, he made clear that when a request for consideration of a compatible system is filed, then FCC will "take it up in regular order, in an orderly way, and of course in an objective manner."

He noted that FCC had said from the beginning that it is part of its duty to watch, study, and encourage new advancements in the broadcasting art, and said the Commission is interested in current efforts to develop a "better" color system than the noncompatible one which FCC approved.

But he also pointed out that establishing or changing technical standards is "a serious business," and that adequate field-testing will be necessary in order to prove the feasibility of any system proposed.

Chairman Hyde urged broadcasters to make full development of uhf as the only means of achieving a true national service in TV—and, in both radio and TV—to display "responsibility" in their operations. Only by being "responsible," he said, can broadcasters quiet the continuous clamor for greater outside regulation of the industry.

Going back to the original Radio Act of 1927, whose purpose he said was to insure "free, private, competitive, responsible operations," he emphasized the magnitude to which broadcasting has grown—1952 revenues of approximately $809.4 million in radio and TV, compared to some $77 million in 1931.

There are now a total of 3,731 AM, FM, and TV stations operating or authorized, he pointed out, and whereas one family in three had a radio set in 1927, the radio receiver today is "standard equipment" in all homes.

In television, he saw the shortage of FCC hearing officers (12, whereas hearings as of April 3 loomed for 244 channels in 179 cities) as a "serious obstacle" to the development of TV as a national service.

But in addition to calling upon broadcasters and their lawyers to shorten hearings as much as possible by eliminating unnecessary data, he pointed out, FCC itself is making "every possible effort"—including new procedures announced recently—to expedite the processing of applications.

Chairman Hyde was introduced to the convention by his immediate predecessor, Comr. Paul A. Walker, and at the speaker's table with him were three other members of the seven-man commission: Miss Frieda B. Hennock, George Sterling and Robert T. Bartley.

Comr. Walker recalled that at last year's convention he had announced plans for lifting the freeze on TV licensing, and noted that since then 349 TV grants had been issued. "We're well on the way to having a national television system," he declared.

Earlier at the same luncheon meeting, NARTB President Harold E. Fellows read messages of good wishes to the convention from American Women in Radio & Television, the Canadian Assn. of Broadcasters' board of directors, United Nations Ambassador Henry Cabot Lodge Jr., and the Academy of Television Art & Sciences.

Frank Lemmedee, one of the four high-school winners of the annual Voice of Democracy contest, presented his winning talk as another feature of the Thursday luncheon meeting.

Ways to Improve Programs Discussed by Panel at NARTB

WAYS of improving station program services were discussed at a panel session held Thursday during the NARTB Convention by William D. Pabst, KFRC San Francisco, new District 15 director.

Varying views were expressed on types of announcing techniques. William B. Quarton, WMT Cedar Rapids, Iowa, suggesting executives generally aren't impressed by shouting salesmen, opposed the "holler" type of announcing as did Carl Garland, KSFO San Francisco. Mr. Quarton noted that some sponsors figure they are getting something special if an announcer shouts.

Jack L. Pink, KONO San Antonio, said the station avoids building up names and goes in heavily for mail and request shows. He favored simple introductions to musical numbers rather than "cute, lengthy dialogue."

Barney Schwartz, KPRL Paso Robles, said announcers on his station are trained to treat commercials as news. Messrs. Quarton, Pink and Schwartz were panel members along with George H. Clinton, WPAR Parkersburg, W. Va., new NARTB District 3 director.

Two members of the audience said they operated without SESAC licenses with another indicating intent to do so.

An hour a week on WLS

PROVES RADIO'S POWER FOR ALKA-SELTZER...

In February, 1933, Miles Laboratories decided to see what an hour's sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles' fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule **every** night on the WLS National Barn Dance program. WLS is one of the few *individual* stations on the Miles' otherwise network radio schedule...further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If *you* want to put *your* product over in a big way... see your John Blair man, or contact us, today. Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.

WLS GETS RESULTS *for the* **DRUG INDUSTRY**

A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

40 ASSOCIATIONS FORM FEDERATION

Ben Laird, WDUZ Green Bay, heads Federation of State Broadcasters, group of 40 state associations formed at Thursday NARTB meeting. The federation will further exchange ideas among state groups and work with NARTB on promoting national broadcast legislation.

FEDERATION of State Broadcasters, a permanent organization of 40 state associations with annual dues of $50, was established Thursday at a meeting in Los Angeles' Biltmore Hotel. The organization followed a preliminary meeting of state association executives Tuesday.

Ben A. Laird, president and general manager, WDUZ Green Bay, Wis., was elected president with S. John Schile, commercial manager, KUTA Salt Lake City, vice president, and Dan E. Jayne, general manager, WELL Battle Creek, Mich., secretary-treasurer.

In addition to officers, two broadcasters were named to the board of directors: Fred L. Bernstein, general manager, WTTM Trenton, N. J., and Parry Sheftall, commercial manager, WJZM Clarksville, Tenn. These men all were named in a committee, headed by Mr. Jayne, Tuesday to organize the federation. Annual meetings will be held concurrently with the annual NARTB conventions.

"The purpose of the Federation of State Broadcasters is to further an exchange of ideas of broadcasters at the state level," Mr. Laird said in announcing the new organization. "We will also work in conjunction with the NARTB on promotion of national broadcast legislation.

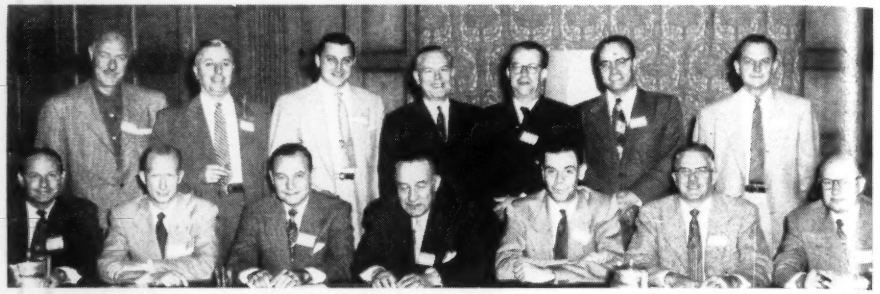
"Our group will serve as the focal point for the collection and dissemination of ideas and problems common to broadcasters. One of our foremost aims will be to foster the development of state legislation in the interest of broadcasters."

Paying tribute to the effective work accomplished in many areas by the station associations, Harold E. Fellows, NARTB president, opened the Tuesday session and welcomed the state representatives. He cited the record vote which radio and television played such a major role in polling in the last Presidential election as an outstanding example of such effort and said that in all such industry undertakings "the final answer to success is in the action taken at the state level by organized broadcasters."

Mr. Fellows said NARTB believes strongly in a schedule of annual meetings of the state association presidents, probably during the NARTB Convention. He assured the group of the full support of the national organization in sending NARTB staff personnel, on request, to the state groups' annual or semi-annual meetings.

Carl Haverlin, BMI president, attending the meeting, added further tribute to the fine industry accomplishments of the state groups.

Mr. Jayne said the state associations, in tentatively planning to organize on a larger scale, have no desire to bring another national organization into the broadcast field. The state associations, he added, are being urged by his committee to cooperate as closely as possible with the NARTB in all industry-wide undertakings.



SPEARHEADING formation of a permanent states' association organization at the NARTB Convention were (standing, l to r), John Schille, KUTA Salt Lake City; Willard Deason, KVET Austin, Tex.; Fred L. Bernstein, WTTM Trenton, N. J.; Harold E. Fellows, NARTB president; Carl Haverlin, BMI president; Arch L. Madsen, KOVO Provo, Utah; Newton Wray, KTBS Shreveport. Seated (l to r), Leroy Lenwell, KBRL McCook, Neb.; Henry H. Fletcher, KSEI Pocatello, Idaho; J. Parry Sheftall, WJZM Clarksville, Tenn.; Dan E. Jayne, WELL Battle Creek, Mich., chairman of the states' organization group; William Holm, WLPO LaSalle, Ill.; G. Pearson Ward, KTTS Springfield, Mo.; Art Westlund, KRE Berkeley, Calif.

TV FILM PANEL STUDIES ECONOMICS

Economics of programming TV film catch attention of broadcasters in convention panel. Various facets discussed.

ECONOMICS of TV film programming—full-length motion pictures and film packages created specially for television commanded the attention of station operators in a panel session at the NARTB convention last week.

The subject of "film's place in television" was thoroughly canvassed by a group of experts including TV broadcasters and film distributors last Thursday.

Among topics explored were revenue potential from film programming, group-buying plans for film distribution, equipment maintenance, desirability of re-runs and exclusivity and film editing practices.

Presiding over the panel at the Biltmore Theatre was Paul Adanti, vice president-general manager, WHEN (TV) Syracuse, N. Y.

Participants included Robert W. Sarnoff, vice president of NBC's Film Div.; Harold P. See, manager, KRON-TV San Francisco; Lee Ruwitch, vice president - general manager, WTVJ (TV) Miami; John L. Sinn, president, Ziv Television Programs Inc., New York; Peter M. Robeck, national sales manager, Consolidated Television Sales, Hollywood; Ralph W. Nimmons, manager, WFAA-TV Dallas; John H. Mitchell, vice president and general sales manager, Screen Gems Inc., New York; Gerald King, president, United Television Programs Inc., Hollywood; E. H. Ezzes, general sales manager, Motion Pictures for Television Inc., New York.

Re-runs, Exclusivity

Problem of re-runs and exclusivity in multi-station TV markets also was aired. Views varied on whether re-runs are desirable, particularly in single-station markets. Jack Harris, KPRC-TV Houston, expressed hope that they would decrease in practice.

Mr. Sarnoff said he could see instances where re-runs of feature films would be economically desirable. Advantages of re-running films at different hours beamed to varying audiences also were recounted. Mr. Sarnoff felt economics will largely govern the film picture in the future.

Mr. Ruwitch noted a prediction that 80% of all TV programming eventually would be on film and urged TV stations to fortify themselves with equipment. He said 56% of WTVJ's revenue stemmed from film shows. He suggested adequate equipment maintenance.

Mr. Nimmons felt a combination of film and "live" shows "desirable" and expressed hope that cost of film would anchor at a "reasonable level." WFAA-TV programs 29% live, 37% network and 34% film, he explained.

Mr. See described editing problems and standardized film contracts.

SMALL MARKET TV GETS GOING OVER

SMALL MARKET TV operators can prosper if they realize that television can't be done "half-way" and is not "illustrated radio" or "home movies," television broadcasters were told at the annual NARTB Convention in Los Angeles last week.

TV broadcasters heard case histories from practicing small market operators during a workshop session last Thursday at the Biltmore Hotel. W. D. Rogers Jr., president and general manager, KDUB-TV Lubbock, Tex., presided over a five-man panel.

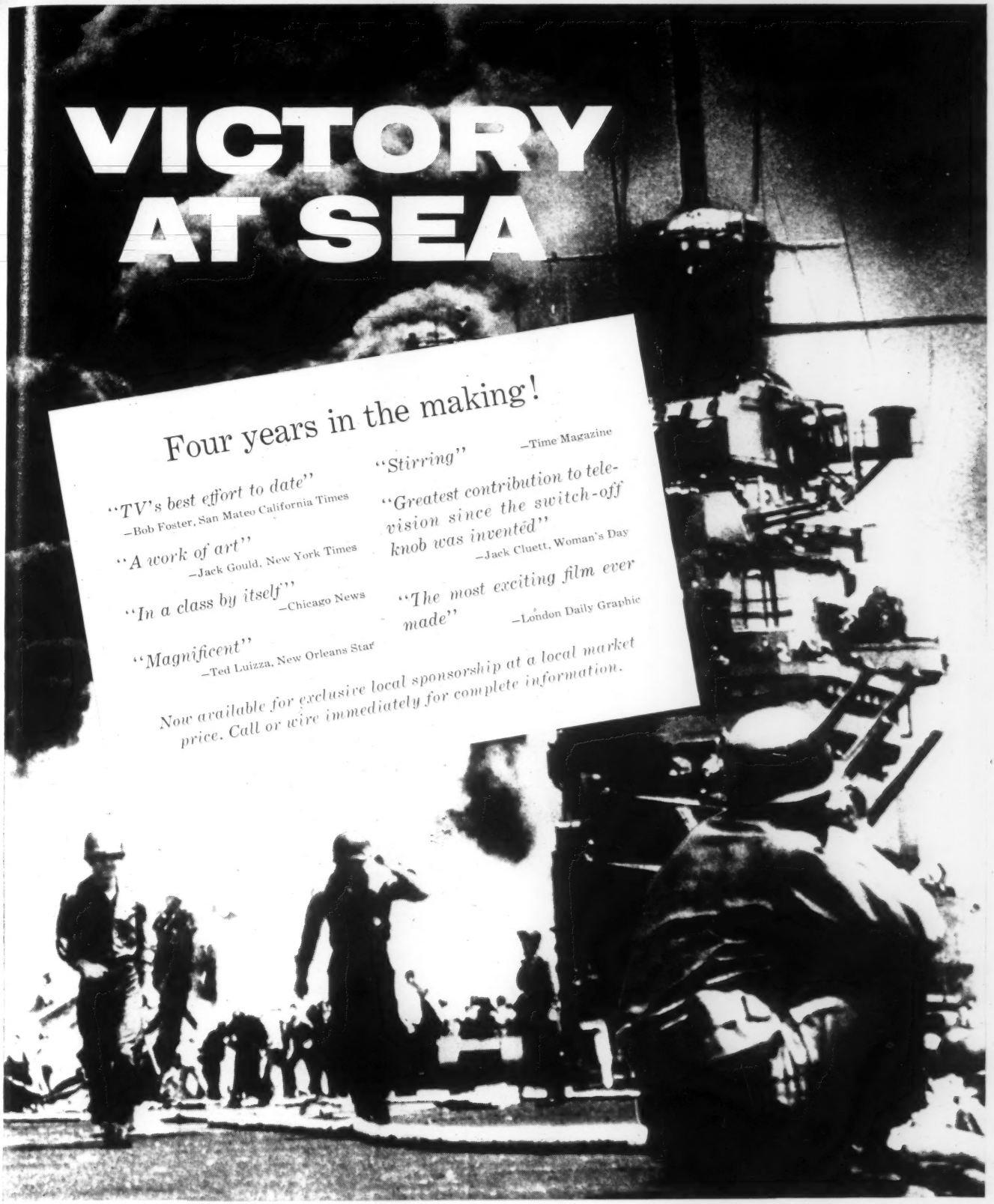
Robert Lemon, general manager, WTTV (TV) Bloomington, Ind., told broadcasters that "TV is about 90% a visual medium." He felt TV stations should realize about four to eight times the income of their radio operation.

James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo., noted that mail response on TV programming was "tremendous" alongside that for his AM affiliate, KVOR.

It was L. H. Rogers, general manager, WSAZ-TV Huntington, W. Va., who warned broadcasters not to think of TV as "illustrated radio" or "home movies." He urged operators to go all out in their approach to programming on the local level.

Gaines Kelley, general manager, WFMY-TV Greensboro, N. C., called for a creation of ideas and enthusiasm right down to staff level. His outlet programs about 95 hours per week and expects soon to increase its power.

W. D. Rogers Jr. said 80% of KDUB-TV's local commercials are live and stressed the advantages of spontaneity in local operation.


VICTORY AT SEA
Four years in the making!
"TV's best effort to date"
—Bob Foster, San Mateo California Times
"A work of art"
—Jack Gould, New York Times
"In a class by itself"
—Chicago News
"Magnificent"
—Ted Luizza, New Orleans Star
"Stirring"
—Time Magazine
"Greatest contribution to television since the switch-off knob was invented"
—Jack Cluett, Woman's Day
"The most exciting film ever made"
—London Daily Graphic
Now available for exclusive local sponsorship at a local market price. Call or wire immediately for complete information.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

NARTB DISCUSSES PROGRAM ETHICS, UHF ENGINEERING AT VIDEO SESSION

Future of TV considered by delegates at Thursday morning session on TV, with TV Code Review Board Chairman John Fetzer reviewing progress in the code's enforcement and Herbert Mayer, WXEL (TV) Cleveland, heading a panel on uhf technical and coverage problems.

INSIGHT into television's future, with attention focused on program ethics and uhf engineering, was given NARTB Convention delegates in Los Angeles last Thursday morning at a two-ply TV meeting.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, reviewed progress of TV code enforcement in the 14 months since the standards went into effect and unfolded some of the problems confronting the industry.

Herbert Mayer, operator of WXEL (TV) Cleveland and the first uhf commercial station, KPTV (TV) Portland, Ore., as well as KTCY (TV) Kansas City, led a panel of broadcaster-manufacturer members. They covered a wide range of uhf problems, mostly of the technical and coverage variety. Robert D. Swezey, WDSU-TV New Orleans, presided as NARTB TV Board chairman.

On the Mayer panel were Frank P. Barnes, General Electric Co.; Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Martin Silver, Federal Telecommunication Labs.; James B. Tharpe, Allen B. DuMont Labs.; Alan C. Tindal, WWLP (TV) Springfield, Mass., and E. C. Tracy, RCA Victor Div.

Care Needed With Uhf

Care in installation of uhf equipment is required, Mr. Mayer said, though the problem is eased because the antenna is small in size. Adequate transmitting power is not available, he added. As to home problems, he advocated tubular or ladder lead-ins and said an outdoor antenna is generally necessary since a person walking across a room may spoil an indoor signal.

Man-made interference is generally not a problem in uhf, Mr. Mayer continued, and most pictures are ghost-free. He noted special rooftop problems in home antennas and said the serviceman often must hunt around for a good spot.

"If there is no hill problem you are better off with uhf, assuming equivalent power," he said. He said dealers in Kansas City were being advised that uhf receivers need "good conversion" if viewers are to be satisfied, with these satisfied viewers in turn developing more conversion business.

"We're sold out in Portland," Mr. Mayer said. He said a 40% discount was being offered for about seven months in Kansas City. He has found advertisers interested in local TV stations because of improved picture and the very fact that the station has local identity.

Coverage Problem

Mr. Tracy said coverage of the area close to the transmitter is a more difficult uhf problem than mere distance. Mr. Barnes advocated use of high antennas and explained that every station installation presents different problems. Mr. Tharpe pointed out that the uhf antenna experiences are proving helpful in vhf installations. Mr. Silver added that shadow and poor signal areas can be fairly well predicted by engineers.

Mr. Tindal said it is difficult to convert receivers before a station goes on the air, but Mr. Mayer said at least 75% of such conversions will be satisfactory. Mr. Brown said people want programs as soon as the station is able to get on the air rather than mere test-pattern pictures over a relatively long period when the station is getting underway.

Rotor antennas may be needed where there is multi-station uhf service, Mr. Tindal said, or in some cases two antennas will do the job. Mr. Mayer suggested stations use adjacent transmitter sites where possible.

Foliage Blocks Signals

When Leonard E. Nasman, WFMJ-TV Youngstown, Ohio, asked about ways of obtaining accurate conversion data in communities, Mr. Brown said the utility company did a study in Little Rock and Mr. Tindal said the same thing was done in Springfield. Importance of foliage in blocking a clear signal path in the warm months was stressed.

As chairman of the TV Code Board, Mr. Fetzer called for "unification" by telecasters "as a matter of self-interest." He told how code officials have maintained liaison with government agencies, civic organizations and the public in general, handling hundreds of decisions and developing internal criteria. Edward H. Bronson is NARTB's director of code affairs.

Code Responsibility

Mr. Fetzer said TV ownership and management must assume full responsibility for code compliance. If the Code Board becomes "busybodies and snoopers," he said, it might destroy voluntary compliance. Wielding of a big stick, he added, might bring about mass resignations from the code or run into restraint-of-trade litigation.

He urged stations to file written formal complaints if competitors violate the code, reminding that such complaints are held in strictest confidence. While the board tries to solve all cases quickly, he reminded "it can get rough and tough with habitual violators. All four TV networks and over 100 stations are subscribers and are making definite efforts to follow the code by keeping programs within its provisions and training personnel to adhere," he said. The board has just completed an industry survey showing that all stations and networks responding to a questionnaire either were generally adhering or in the process of so doing.

Network activities include special monitoring, indoctrination of program and sales staffs, advance clearance of program material and periodical bulletins to all personnel and stations.

Self-Regulation Preferred

Mr. Fetzer observed that federal legislators are aware of the self-regulator TV document. He quoted a House subcommittee report that found substantial progress in enforcement. "So long as the public interest is served," the committee reported, self-regulation "is preferable to government-imposed regulation." He said further Congressional investigation may come and urged all stations and networks to display the TV Code seal.

NTSC COLOR PLEA TO FCC BY SUMMER IS CHAIRMAN KAAR'S PROMISE TO NARTB

New system now being field tested, I. J. Kaar reports, with plans for presentation to Commission this summer with a request that it be authorized for public use.

NEW system of color television, now being field tested by the National Television System Committee, will be presented to the FCC this summer with request that it be authorized for public use. That was the promise made Thursday by I. J. Kaar, NTSC vice chairman and vice president in charge of electronics for General Electric as he spoke at the 7th Annual Broadcast Engineering Conference of the NARTB Convention.

Standards 'Workable, Practical'

He said that the NTSC now has what it believes to be a "workable, practical set of standards for color." Before these can be said to be foolproof, he stressed that they must be thoroughly field tested, a process that is now under way.

"If the field tests are successful, and there is every reason to believe that they will be, then the next step is to petition the FCC for authorization," Mr. Kaar said, adding that this will be done in mid-year.

Mr. Kaar stated that the NTSC system adds color to the present black-and-white TV picture by the use of sub-carrier frequency for chromatic operation. Two independent chroma signals are arranged in such a manner as not to interfere noticeably with the monochrome signals, yet to provide an excellent color picture, was his explanation.

"The NTSC color system," Mr. Kaar added, "is fully compatible with the present system and utilizes the standard television band for transmission of color." As a result, color receivers would get a perfect color picture, but present receivers, tuned to the same color telecast, would get perfect black-and-white pictures.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

TOP ANTENNA AUTHORITY REPORTS ON CONTOURING TV PATTERNS

LLOYD O. KRAUSE
Supervisor Antenna and Relay Engineering, General Electric Co.

High-gain antennas for television have caused a need to insure adequate signal in the so-called "null regions" of every broadcaster's market area. Generally, four factors—average antenna height, antenna location relative to population and terrain, antenna gain, and transmitter power—enter into coverage considerations. Adjusting the antenna vertical plane pattern to provide certain signal levels based on the requirements of these four factors may be defined as pattern contouring.

G-E Installed First High-gain VHF TV Antenna at Louisville, Ky.

The current popularity of high-gain antennas is directly traceable to the success of General Electric's first installation at Louisville, Kentucky, in 1950. As a result, these antennas were produced in quantity to greatly increase availability. Then, too, this initial experiment proved it is economically feasible to achieve increased ERP through higher gain antennas rather than with higher power amplifiers. Today, with broadened application, high-gain antennas are almost universally used for UHF-TV.

Pattern Contouring and Nulls

In general, contouring employs two basic techniques—tilt and null fill-in. The amount used of each depends on the particular application. Nulls are fundamental in antenna arrays. An antenna array is comprised of a prime element having its own pattern, multiplied by the array factor. Nulls will exist where either the array factor becomes zero or where the prime pattern has a null. The array factor resulting from a large vertical aperture produces nulls at high angles, or near the horizontal. These may cause difficulty.

Nulls and Transmitter Power

If antenna gain is increased, pattern nulls move farther away from the station. The same is true when antenna height is increased. Nulls move in proportion to the height. The combination of gain and height increases, which is rapidly becoming common practice today, results in nulls fairly distant from the transmitting site. As this distance becomes greater, unfortunately the effective signal level in the null becomes lower. Transmitter power then becomes an important factor. Higher transmitter power means greater relative depth of null which may be tolerated, since the total level of signal is increased.

Terrain effects enter in that the ground may slope away abruptly on one side and be relatively flat on the other. A combination of electrical and mechanical beam tilting may become necessary. In this way, cities on either side may be covered by an adequate signal.

Beam Tilting

Beam tilting as such usually helps solve a high gain coverage problem in the medium distance range. It may also be desirable for maximum range since the horizon is depressed from the horizontal, depending on antenna height. Without beam tilt, the area at a medium distance from the antenna may have large variations in signal. Tilting a small amount can bring this area up to a high level point on the beam without much variation in average signal.

Simple beam tilting is accomplished by the technique known as progressive phase shift. Uniform phase advance is put in each primary unit of the antenna array from bottom to top. Note, however, that phase shift on a two element array will produce beam tilt but never null fill-in!

Number of Array Elements Important

The amount of pattern control obtainable depends on the number of elements in the array. A certain minimum number exists for effects of phase and amplitude. For example, to produce null fill-in on a 12-bay antenna, by phase shift, the antenna must be broken down to at least three elements of 4 bays each.

Practical Application Contouring G-E 6-Bay Antenna in Brazil

An actual application in Brazil called for a 6-bay antenna but with the principal city lying very close to the transmitting site in the range from 2° to 23° below the horizontal. (See Fig. 1) Simple beam tilting alone could not handle the situation. The only answer was to contour the pattern. For the type of contouring required, phase deviation was found to be the simpler solution. The contoured pattern which was designed for this installation is shown in Fig. 1.

● One of the nation's leading authorities on antenna design and construction, Lloyd O. Krause has been in charge of antenna design for General Electric Co., Electronics Park, Syracuse for the past three years. A graduate of Rose Polytechnic Institute and G-E's 3-year advanced engineering course, Mr. Krause has devoted the past six years to antenna research and development.

He recently received the Coffin Award "for outstanding technical skill and ability in designing a helical UHF television antenna which is an important factor in opening up the UHF TV band." Mr. Krause is the author of several TV antenna articles published nationally by leading trade publications, and last month he delivered an address before NARTB in Los Angeles on the subject of "Contouring Television Antenna Patterns."

Distant Null Fill-in with 12-Bay Antennas

For most applications of 12-bay antennas, only a small amount of fill-in of the most distant null is required. Ordinarily, a level of 20 db below the nose power is adequate in this null region. A simple solution is 90° phasing of the top or bottom bay of the antenna.

No Mystery in Pattern Shaping

Contouring is not an item over which the broadcaster need be technically concerned. He should be aware of it, however, in order that each installation be reviewed and proper recommendations made. A considerable amount of effort has gone into analyzing basic requirements and designing antennas to meet these requirements. Even so, new and special applications continue to arise and may require different patterns from those offered. By working with a consultant and manufacturer in whom you have complete confidence and applying either standard, standard contoured, or a specially contoured antenna pattern, the best overall coverage is assured for the broadcaster.

EDITOR'S NOTE: Due to space limitations this article has been concisely prepared. It should be remembered that the same general principles and procedures apply also to UHF contouring. For additional information please write: *Section 253-4, General Electric Co., Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

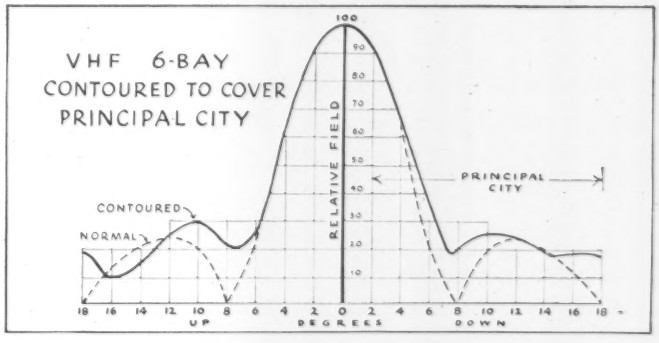


FIG. 1 6-Bay antenna application in Brazil. Dotted line shows pattern without contouring; solid line denotes solution for this installation.

RESOLUTIONS COVER BASIC RIGHTS

NARTB members act to protect basic rights of broadcasters and telecasters and pledge support to public service causes in series of resolutions offered at convention's conclusion.

NARTB last week took a series of steps to protect basic rights of broadcasters and telecasters as the annual convention was concluded in Los Angeles. The convention business session adopted a series of resolutions covering freedom of information and pledging support to public service causes.

On the business side, the convention voiced appreciation of ASCAP's agreement to allow the 2¼% local rate to apply in the case of local commercials on network co-op programs (see story page 71).

The convention adopted a resolution terming freedom of information "a paramount freedom." It found evidence of undue censorship by local and state agencies, along with discriminatory rulings by legislative, executive and judicial bodies. State associations were encouraged to combat such trends.

Formation of an NARTB committee to work on the problem was approved and other trade organizations will be invited to cooperate in the move to protect freedom of information.

On the ground the public interest is served when radio and TV are used to maximum efficiency by the Chief Executive of the U. S., President Eisenhower was urged to add to his secretariat an adviser trained in radio and TV.

The principal of uniform time in each time zone was endorsed, with reference made to the confusion caused listeners by the present lack of consistency.

Resolutions were adopted praising FCC Chairman Rosel Hyde for his participation in the convention, along with Comrs. Paul A. Walker, Frieda Hennock, George E. Sterling and Robert T. Bartley.

Broadcasting Advertising Bureau was commended for its "valuable services" and active support by stations was recommended.

Other resolutions pledge support to the blood donor campaign, Conelrad civil defense program, the Palladium banquet hall and the Biltmore Hotel. RTMA, U. S. Junior Chamber of Commerce and other groups participating in the Voice of Democracy contest were commended along with Frank Lammedee, one of the 1952-53 winners, who addressed the Wednesday luncheon.

An unusual resolution voiced the association's appreciation for the time, money and trouble devoted by NARTB board members in their service on the industry's behalf. BMI was thanked for its "Freedom House" display.

Members of the resolutions committee were H Quenton Cox, KGW Portland, Ore., chairman; Robert R. Tincher, WNAX Yankton, S. D.; Harry D. Peck, WISN Milwaukee; Irving Rosenhaus, WATV (TV) Newark; Jack Harris, KPRC-AM-TV Houston. Vincent Wasilewski, NARTB chief attorney, was committee adviser.

FILM SCANNER SHOWN BY PHILCO

NEW FILM scanner, developed by Philco Corp. to transmit and receive color motion picture films on both black-and-white and color TV receivers, was demonstrated for the first time, last week at NARTB and SMPTE conventions in Los Angeles.

Claimed to be of immediate value to the broadcaster because it results in black-and-white picture reception superior to that currently received, Leslie J. Woods, Philco vice president and director of research-engineering, said the scanner "will speed up introduction of color telecasting by enabling the broadcaster to transmit programs from color film."

To solve the problem of high fidelity TV film transmission, the scanner embodies new concepts of optically compensated continuous motion projection and high resolution cold light scanning using a single cathode ray tube.

By the addition of a "color head," the transmission of color film for color TV reception is now possible, Mr. Woods said.

The optical compensator used in the scanner is basically a rotating, many-sided glass prism. Since the film is continuously immobilized by optical means, the transition from one frame to the next is accomplished without any interruption of the light.

Produced by the Philco government and industrial division, the equipment will sell for between $20,000 and $30,000 with availability of units assured by late 1953.

DuMONT EXHIBITS SPOT SCANNER

NEW flying-spot scanner for 16mm film and video recorder were exhibited at the NARTB convention in Los Angeles last week by Allen B. DuMont Labs.

Improved picture quality along with operating simplicity and programming flexibility were claimed for the film scanner, which DuMont calls "Multiscanner." Picture quality is ascribed to greater image sharpness and extended tonal range "and the fact that flying-spot scanners are inherently free from the various spurious shading signals found in the iconoscope."

J. H. Haines and G. R. Tingley of the DuMont Labs. Research Div. described the scanner at the NARTB engineering conference (see conference story page 46). It is adapted to opaques and slides as well as film. They described the scanner as "one of the most revolutionary advances within the field of television pickup devices to have occurred in the past five years." They voiced the belief that "we stand at the threshold of a new era in television wherein film will gain increasing importance as a means of bringing entertainment of the highest quality into the American home."

The new DuMont video recorder uses a 7-inch picture tube "to provide a clear TV picture on which a standard television recording camera is focused." The 7-inch tube is of a high-voltage, high-definition blue phosphor type. It is aluminized to increase light output and improve tonal graduation in dark areas and eliminate need for an ion trap.

Among features cited by DuMont is the provision for modulating the grid of the picture tube with either positive or negative video signals to produce either a negative or positive picture. Built-in monitoring oscillograph and comprehensive control panel are described as handling incoming video signals from any one of five sources by pressing a button. Easy monitoring of the cathode-ray beam current as well as composite video signal is claimed.

NETWORK SIGNINGS ARE ACTIVE

Prudential, Chrysler and Pepsi-Cola committed to new TV shows, while U. S. Steel, Willys Overland, Cat's Paw Rubber and Pontiac make plans.

THREE major advertisers signed contracts for network shows last week while four others negotiated for programs likely to be placed in the near future, B•T learned.

The three sponsors committing themselves are Prudential and Chrysler on CBS-TV and Pepsi-Cola on ABC-TV. The quartet of still undecided advertisers are United States Steel, Willys Overland, Cat's Paw Rubber, and Pontiac.

Prudential Life Insurance Co., through Calkins & Holden, Carlock, McClinton & Smith, has signed with CBS-TV for alternate-week sponsorship of *You Are There*, sharing the program with the Electric Companies of America. Currently Prudential underwriters a portion of *Your Show of Shows* on NBC-TV, but the prospects now of its continuing that outlay are slight.

You Are There will be seen a half-hour later at 6:30-7 p.m. EDT Sunday. That time has been vacated by Alcoa Aluminum which moves its *See It Now* program to Tuesday, 10:30-11 p.m.

Chrysler has also put its signature to a CBS-TV contract for a dramatic show, Saturday, 10-10:30 p.m. starting in July. Program, whose precise format is still undetermined, will probably be produced by Worthington Minor, under contract now to NBC. It is expected that NBC, which has no production plans of its own for Mr. Minor will release him for the CBS assignment.

Pepsi-Cola (Biow Co.) has purchased the 8-8:30 p.m. EDT time on ABC-TV in the period following the *Ozzie and Harriet* show. The exact nature of the show is as yet unresolved but it is expected that it will be a dramatic feature and star Marlene Dietrich.

Meanwhile, Hotpoint and Listerine, alternate-week sponsors of *Ozzie and Harriet*, have renewed sponsorship for next season.

The plans, at this stage, of the four uncommitted advertisers are as follows: United States Steel is understood to be considering a television version of *Theatre Guild on the Air*; Willys Overland reportedly is interested in a program starring Ezio Pinza; Pontiac Div. of General Motors is contemplating a nighttime show with Dave Garroway, and Cat's Paw Rubber Co. is looking for a half-hour TV idea.

Pan-American Coffee Bureau, New York, begins another spot radio campaign, similar to last year's, on 150 stations throughout the country. Contract, effective today (Monday) is spread out for 52 weeks, with 36 weeks actually on the air. Electrical transcriptions will be used varying from 5 to 15 per week on each station. Agency is Cunningham & Walsh, New York.

Citrus Tax Boost Voted

THE FLORIDA Senate's Citrus Committee last Monday approved a two-cent boost in taxes on grapefruit to obtain revenue to underwrite the Florida State Citrus Commission's grapefruit advertising program.

The boost, effective Aug. 1, raises the total tax to six cents. A series of TV films starring Miss America, Neva Jane Langley, was begun earlier this year from a $75,000 appropriation.

XUM

Alice on Park Avenue...

Tricks of tremendous impact... useful in a limitless variety of dramatic and commercial situations... are accomplished easily, effectively, and at low cost when you...

USE EASTMAN FILM

For information concerning film selection and processing, write to

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

XUM

Low Cost of Advertising Is Cited by Hilyard

Large sales volume, which reduces product cost, is due to advertising, American Tobacco Co.'s treasurer tells Boston group.

"OUR company's cigarette advertising costs only about one-third of a cent per package of twenty cigarettes," Harry L. Hilyard, treasurer of American Tobacco Co., said in a talk before the Boston Security Analysts Society last Monday.

Better earnings and greater sales were predicted by Mr. Hilyard.

"Advertising, as in many if not most industries, has been one of the chief means to create and expand the demand which has made mass production possible," he said. "Advertising is a principal factor in achieving the great volume of cigarette sales, without which the cost of manufacturing cigarettes, and their price to the consumer, would necessarily be much higher than they are today.

"Considerable misinformation exists as to the cost of cigarette advertising. The American Tobacco Company's expenditures, while substantial in total, are small when applied to the individual unit," he continued.

He pointed out that the substantial growth experienced in recent years by the king size brands, Pall Mall and Herbert Tareyton "has come about with very conservative expenditure for advertising."

American Tobacco Co. sponsors *The Big Story* on NBC radio and TV; CBS-TV news for Pall Mall; Jack Benny and *American Way*, both on CBS Radio, for Lucky Strikes; Jack Benny and *Private Secretary* both on CBS-TV, *Robert Montgomery Presents* and *Your Hit Parade*, both on NBC-TV, all for Lucky Strike cigarettes.

Spot radio and television campaigns are placed for Pall Mall and Herbert Tareyton throughout the year.

Cincinnati Agencies Merge

TWO Cincinnati agencies merged into a single advertising agency last Friday. The new firm will retain the name of one of the merged agencies, Associated Advertising Agency Inc. Offices are in the First National Bank Bldg.

Announcement of the merger was made by Bruce W. Brown, president of Venable-Brown Co., who becomes chairman of the board of the new agency, and Sam Malcolm Levy, president of the old Associated, who retains that post in the new firm. Other officers are: Templeton Briggs, executive vice president; Bryant Venable, vice president; George L. Service, vice president, and W. Wilson Lang, vice president in charge of radio and television. Personnel of both agencies have been retained, it was said.

Schwartz Opens Agency

MARVIN SCHWARTZ (known professionally as Marv Gray) has announced the opening of Gray-Schwartz Advertising (agency) at 228 N. La Salle St., Chicago. Agency will handle radio, television and some outdoor and newspaper advertising. Mr. Schwartz previously was Chicago region account man on Dodge for Grant Advertising Inc. and formerly was with WJJD Chicago and WTAQ La Grange, Ill.

EARLY agreement for broadcasting and telecasting the Washington Redskins 1953 football season on WBAL-AM-TV is made as American Oil Co. signs the pact with the Baltimore outlets. Making it official are (l to r): Leslie H. Peard Jr., stations' manager; Joseph Katz, president, Joseph Katz Advertising Agency; E. F. Kalkhof, advertising manager for American Oil, and James Kennedy, who is WBAL sales manager.

Cashin, Cornelius Involved In BBDO's Minneapolis Change

CHANGES in BBDO's Minneapolis office as a result of acquisition by the agency of General Mills' Betty Crocker cake mixes account, were announced last week by Bernard C. Duffy, agency president.

E. A. Cashin, formerly head of BBDO's Minneapolis office, has been transferred to New York as account group head for the new account. John C. Cornelius now is directly in charge of the Minneapolis office and continues to supervise BBDO branches in San Francisco and Los Angeles. Because of increased responsibilities in Minneapolis, Mr. Cornelius will relinquish supervision of BBDO's Chicago office to New York.

Bob Chaney, account executive in Minneapolis, becomes assistant manager of that branch.

On the executive level, John M. Bridges, vice president, will head the Minneapolis Plan Board, with Mr. Cornelius, Mr. Chaney, and Philip F. Kobbe, vice president and creative head, as board members.

C-P-P Re-Elects Heads

E. H. LITTLE was re-elected Palmolive-Peet Co. board chairman and Joseph H. McConnell re-elected president at a board session after the annual stockholders meeting April 22. Mr. Little and Mr. McConnell, who was president of NBC before assuming the Colgate presidency earlier this year, also were named to the executive committee. A report showed Colgate's net income for the 1953 first quarter totaled $3,275,000, as against $2,250,000 for that period of 1952.

P. Lorillard Co. Realigns Staff; Ganger Resigns

REALIGNMENT of the top executive staff of P. Lorillard Co. (Old Gold cigarettes), New York, was announced last week by the board of directors, with the top shift coming at the resignation of R. M. Ganger as president and director.

Mr. Ganger resigned for reasons of ill health, the company announced, and will "relinquish all business connections." William J. Halley, executive vice president, will replace him. In turn, Frank Hopewell, vice president, was elected by the board to succeed Mr. Halley.

Herbert A. Kent, board chairman and former president, has been designated executive officer. All elections are effective immediately.

NEW BUSINESS

Congoleum-Nairn Inc. signs for 12 segments of *Today*, NBC-TV's early-morning show featuring Dave Garroway (Mon.-Fri., 7-9 a.m. EST and CST), starting May 1 and continuing through June 3 at rate of three segments per week. Agency: McCann-Erickson, N. Y.

Amana Refrigeration Inc., Amana, Iowa (food freezers), will sponsor *People Are Funny* on CBS radio starting May 19. Agency: Maury, Lee & Marshall, N. Y.

General Mills Inc., Minneapolis, renews *The Stu Erwin Show* on ABC-TV (Fri., 7:30-8 p.m., EDT) for 52 weeks, effective June 5. Agency: Dancer-Fitzgerald-Sample, N. Y.

Holland Furnace Co., Holland, Mich., is sponsoring special one-time broadcast of *Tulip Time in Holland*, over CBS Radio, May 16, 5:30-6 p.m. EDT, from Holland, Mich. Agency: Lindeman Adv., Holland.

AGENCY APPOINTMENTS

Parke Edwards Ltd., N. Y. (imported and domestic silver), names Gibralter Adv., N. Y. Radio will be used.

S. A. Schonbrun & Co., N. Y. (Medaglia d'Oro coffee) names Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y. TV will be used.

Lo Heet Stainless Steel Co., L. A., (cooking utensils), and **House of Carpets,** that city, appoint J. E. Coyle Adv., L. A. Radio-TV will be used.

Barnet Brody Inc., Brooklyn (kosher frankfurters, salami and other smoked meats), appoints Weightman Inc., Phila.

Any way you clock it,

3135 replies from 50 counties

is terrific response at 9:45 AM

But that's typical of what happens on KYW. The "Happy Clarks," a popular program of inspiring gospel songs, offered a little booklet of religious poems and thoughts. The offer was made during the Clarks' regular weekday appearances (9:45-10:00 AM). Replies totaled 3135 pieces of mail from 50 counties, stretching from the top to the bottom of Pennsylvania and covering *all* of South Jersey and *all* of Delaware. Yes, any way you clock it, you can count on *spot action* from KYW. For availabilities, check KYW or Free & Peters.

KYW Philadelphia
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

EACH dominates BOTH saturate

—and a Rich Market's Yours for the scheduling!

WHIO-TV coverage

1st in Dayton

Six of the top eight once a week shows in the WHIO-TV Service area are seen on WHIO-TV. (March Pulse). As the first step in our long range program of better service we have just moved to Channel 7. About September 1st this new program will be completed when we increase power to 316,000 watts and use the tallest TV tower in the world (1104 feet). This will increase the primary service area from 41 to 65 miles—adding nearly a million new viewers.

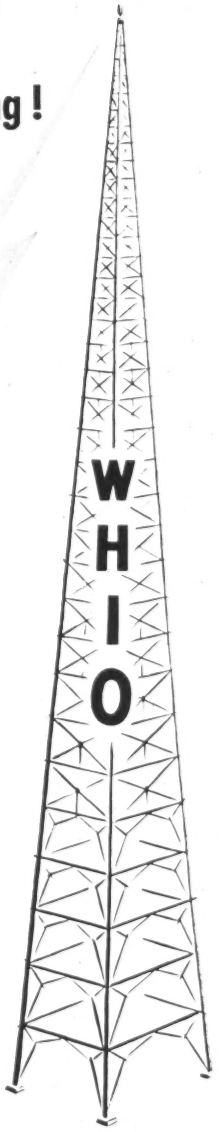
WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

1,465,852 prosperous prospects—485,000 families. Payrolls in Dayton for 1952—$679,959,941. Retail sales for Dayton and Montgomery County—$479,750,000. Average weekly industrial paycheck in Jan.-Dec., 1952, $83.43—highest in Ohio and one of the highest in the country. Dayton has been designated a "Preferred City" by Sales Management every month for several years.



YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

DAYTON OHIO

whio TV AM FM

RADIO REVENUE HITS $473.1 MILLION; FCC REPORT SHOWS 5% GAIN OVER 1951

A/M-FM income totals $62.6 million for 1952, which is above the 1951 figure but still below 1950's peak year. Combined AM-FM-TV revenues amount to $809.4 million.

THE RADIO industry (AM and FM) had total revenues of $473.1 million for 1952, 5% above the previous year, the FCC reported Thursday. Figures are based on preliminary reports submitted to the Commission by networks and stations.

The report noted that seven networks (four nationwide, three regional and including 25 o&o stations) had a 3% drop in their 1952 revenues, which totaled $101 million. The radio gain was notched by 2,300 other stations, whose $372.1 million revenues were up 7.4% over 1951.

When the estimated revenues for television

TELESTATUS®

Weekly TV Set Summary—May 4, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	167,569	.....
Amarillo	KGNC-TV, KFDA	22,341	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	27,062	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	473,873	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	155,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,043,130	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	343,998	.....
Charlotte	WBTV	317,215	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	750,709	.....
Colorado Springs	KKTV	16,500	.....
Columbia	WCOS-TV	.....	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	262,586	.....
Davenport	WOC-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	262,586	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	161,030	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	188,992	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	13,420
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	642,428	.....
Kalamazoo	WKZO-TV	282,511	.....
Kansas City	WDAF-TV	288,366	.....
Lancaster	WGAL-TV	216,701	.....
Lansing	WJIM-TV	174,350	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	.....
Louisville	WAVE-TV, WHAS-TV	238,066	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Memphis	WMCT	201,800	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	427,045	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	111,309	.....
New Britain	WKNB-TV	.....	53,017
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	.....
Oklahoma City	WKY-TV	206,765	.....
Omaha	KMTV, WOW-TV	184,459	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,232,696	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	610,000	.....
Portland, Ore.	KPTV	.....	84,245
Providence	WJAR-TV	429,005	.....
Pueblo	KDZA-TV	16,000	.....
Reading	WHUM-TV WEEU-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	.....
Rock Island	WHBF-TV	190,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Saginaw-Bay City-Midland	WKNX-TV	.....	20,125
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	139,220	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	265,900	.....
Seattle	KING-TV	254,100	.....
Sioux City	KVTV	37,097	.....
Sioux Falls	KELO-TV	21,500	.....
South Bend	WSBT-TV	.....	35,500
Spokane	KHQ-TV, KXLY-TV	28,442	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	17,230	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	254,100	.....
Tijuana (Mexico) San Diego	XETV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	91,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV, KFDX-TV	22,500	.....
Wilkes-Barre	WBRE-TV	.....	58,800
Wilmington	WDEL-TV	134,034	.....
York	WSBA-TV	.....	35,000
Youngstown	WFMJ-TV, WKBN-TV	.....	31,300

Total Stations on Air 169*. Total Markets on Air 115*

Matamoros (Mexico), Brownsville, Tex. XELD-TV 27,300 .....

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Total Sets in Use 22,835,733

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S., however, is unduplicated estimate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area...
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

NOW!

one station covers 60%
of Arizona's population

KTYL-TV

Serving Metropolitan Phoenix and Central Arizona

Larger coverage area . . . improved reception . . . better production . . . outstanding availabilities!

That's the story of KTYL-TV, "That Good Looking Channel 12," serving metropolitan Phoenix and Central Arizona. The KTYL-TV antenna is located 1,550 feet above average terrain on top of the South Mountains, a mountain range located only eight miles from the heart of downtown Phoenix. From this strategic antenna site, KTYL-TV will provide improved reception in Phoenix, as well as Grade A primary coverage for the first time to the majority of the outlying towns that make up the thickly populated belt of Central Arizona — an estimated 60% of the state's entire population.

Your Avery-Knodel man has the story—call him today!

ARIZONA

America's Fastest-Growing State

1st in Population Growth
in Income Growth
in Farm Income Growth
in Employment Growth
in Retail Sales Growth
in Bank Capital Growth
in Truck Registration Growth
KTYL-TV 1st in coverage in Arizona

KTYL-TV
CHANNEL 12

ARIZONA'S *Showmanship* STATION

SERVING METROPOLITAN PHOENIX AND CENTRAL ARIZONA

Represented by Avery-Knodel, Inc.

are added to the AM-FM totals, the entire broadcast industry figure stands at $809.4 million, 18% over 1951. Television revenues for 1952 were $336.3 million.

Radio income (before Federal income tax) was $62.6 million in 1952, up from the $57.5 million income in 1951 but still under the industry's peak income of $68.2 million in 1950. Network income (including o&o outlets), at $11.2 million, was 11% over the previous year, while the other 2,300 stations placed their income at $51.4 million, an 8.4% gain.

AM stations (470 of them) in TV markets reported their 1952 revenues at 2% over 1951; 1,629 AM stations in non-TV markets reported an 11% gain from 1951.

The proportion of AM stations with losing operations is down, the FCC reports said. One out of six (15.9%) of 2,276 stations was unprofitable. This is the smallest proportion since 1946—at that time 11% of 1,015 stations were losing operations.

In the 63 markets with operating TV stations prior to 1952, 108 TV stations reported as much total revenue as did 529 AM operators.

* * *

TOTAL RADIO[1] AND TELEVISION BROADCAST SERVICES

Estimated Revenues, Expenses, and Income of Networks and Stations in 1952
($ Millions)

Service	1952 (Estimated)	1951	Percent Increase or (Decrease) in 1952
	Total Broadcast Revenues		
Radio	$473.1	$450.4	5.0
Television	336.3	235.7	42.7
Industry Total	$809.4	$686.1	18.0
	Total Broadcast Expenses		
Radio	$410.5	$392.9	4.5
Television	281.8	194.1	45.2
Industry Total	$692.3	$587.0	17.9
	Broadcast Income (before Federal Income Tax)		
Radio	$ 62.6	$ 57.5	8.9
Television	54.5	41.6	31.0
Industry Total	$117.1	$ 99.1	18.2

[1] Includes AM and FM broadcasting.
[2] Networks engaging in joint radio-television operations have indicated that certain overhead expenses not readily allocable between radio and television have been charged to radio. To the extent that this has occurred, the above figures may understate radio income and overstate television income.

* * *

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES

1951-1952
($ Millions)

Service	1952 (Estimated)	1951	Percent Increase or (Decrease) in 1952
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$101.0	Broadcast Revenues $104.0	(2.9
Other radio stations[2]	372.1	346.4	7.4
Total	$473.1	$450.4	5.0
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 89.8	Broadcast Expenses $ 93.9	(4.4
Other radio stations[2]	320.7	299.0	7.3
Total	$410.5	$392.9	4.5
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 11.2	Broadcast Income (before Federal Income Tax $ 10.1	10.9
Other radio stations[2]	51.4	47.4	8.4
Total	$ 62.6	$ 57.5	8.9

[1] Includes the operation of 25 network-owned stations in both years. As a result of ownership changes in 1952, however, operation of three such stations are included only for that part of 1952 during which the stations were network-owned and operated. The three stations are included in "Other radio stations" for the remainder of the year.
[2] Including 2,241 AM, AM-FM or Independent FM stations in 1951 and 2,320 in 1952.

Of course he's using Soundcraft Recording Tape

...it's micro-polished*

Perfect reproduction — that's the reason why more and more engineers today demand Soundcraft Professional Recording Tape.

Soundcraft is the only professional tape that is Micro-Polished. The only tape that is polished, buffed and re-polished by a special process to produce a surface that is mirror-smooth, completely free of even the most minute irregularity. The results of Micro-Polishing are apparent to any sound engineer:

Lower distortion
Uniformity of output
Improved high frequency response
Better head contact
Less friction, longer head life

Soundcraft Professional Recording Tape incorporates all the features developed by Soundcraft research engineers during the last two years: **pre-coating** to insure better adhesion, prevent curling and cupping — **dry lubrication** to eliminate squeals. The 7″ reel has the $2^{3}/_{4}$″ hub, eliminating torque problems and resulting in better timing. All this, plus a splice-free guarantee on all 1200′ and 2500′ reels.

Why settle for less than the best? Next time, insist on Soundcraft Professional Recording Tape. It's Micro-Polished!

REEVES SOUNDCRAFT CORP.
10 East 52nd Street, N. Y. 22, N. Y.

*PATENT APPLIED FOR

WRITE FOR FREE INFORMATION—DEPT. N-5

MARCH NETWORK TIME SALES UP

Gross sales for both radio and TV media show a gain of 9.7% over the same period of 1952.

MARCH was a good business month for national radio and TV networks which had gross time sales of $33,135,431, a gain of 9.7% over the March, 1952, gross of $30,309,519, according to tabulations of Publishers Information Bureau on advertising expenditures for time on both types of broadcast networks. For the first quarter of 1953, network time sales totaled $93,357,102, up 5.8% over gross of $88,275,086 for the same period of 1952.

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
March	2,797,544	5,513,015	1,974,699	4,340,845	14,626,102
Total	$ 8,010,829	$15,339,508	$ 5,398,908	$12,414,383	$41,163,628

NETWORK TV TOTALS TO DATE

	ABC	CBS	DuMont	NBC	Total
January	$ 1,604,892	$ 7,129,226	$ 982,794	$ 7,558,448	$17,275,360
February	1,481,032	6,744,928	862,299*	6,820,529	15,908,788
March	1,720,946	7,794,774	1,054,857	7,938,751	18,509,328
Total	$ 4,806,870	$21,668,928	$ 2,899,950	$22,317,728	$51,693,476

* Revised 4/23/53

Radio and TV networks alike had greater time sales this March than last, with radio barely topping the 1952 figure by 0.7%, while TV was a healthy 17.2% ahead of March 1952. For the first quarter, network radio gross time sales were off 3.4% from 1952's first quarter gross; TV network time sales were up 13.2% over last year. PIB's network-by-network breakdown follows:

NETWORK RADIO

	March 1953	March 1952	Jan.-Mar. 1953	Jan.-Mar. 1952
ABC	$ 2,797,544	$ 3,355,715	$ 8,010,829	$ 9,835,140
CBS	5,513,015	5,154,077	15,339,508	15,103,991
MBS	1,974,699	1,826,527	5,398,908	5,126,208
NBC	4,340,845	4,184,074	12,414,383	12,535,440
Total:	$14,626,103	$14,520,393	$41,163,628	$42,600,779

NETWORK TV

ABC	$ 1,720,946	$ 2,065,052	$ 4,806,870	$ 6,233,988
CBS	7,794,774	5,643,123	21,668,928	15,820,805
DuMont	1,054,857	760,593	2,899,950	2,226,288
NBC	7,938,751	7,320,358	22,317,728	21,393,216
Total:	$18,509,328	$15,789,126	$51,693,476	$45,674,297

"MAIN STREET, EUROPE" is a series of on-the-spot interviews with people on the main streets of Europe — recorded for the WTAG listening audience. It is another outstanding example of the unusual type of programs that attract and hold the greatest number of listeners in Central New England. Good Programs and advertisers — just naturally gravitate to

WTAG
5000 W **WORCESTER** BASIC CBS
MASSACHUSETTS

represented by Henry I. Christal Company

ARB Notes 'Lucy' Record In 10 Months of Ratings

CBS-TV's *I Love Lucy* was the top rating television program in the nation in April, according to the American Research Bureau. This is *Lucy*'s tenth month in the Number One spot on the nation's TV screens, and the show continues to lead by a heavy margin, with 10 points and two and a half million homes over its nearest competitor. Arthur Godfrey's *Talent Scouts* was second on the rating list, and *You Bet Your Life* was third. The ARB figures of the 10 most popular TV programs, based on viewing for the week of March 27 through April 2 are as follows:

TV RATINGS

Rank	Program	Rating
1	I Love Lucy (CBS)	64
2	Talent Scouts (CBS)	54
3	You Bet Your Life (NBC)	53
4	Godfrey & Friends (CBS)	49
5	Star Theatre (NBC)	49
6	Comedy Hour—Hope (NBC)	46
7	Dragnet (NBC)	46
8	Blue Ribbon Bouts (CBS) (Charles vs. Lane)	42
9	Our Miss Brooks (CBS)	40
10	Television Playhouse (NBC)	40

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,860
2	You Bet Your Life (NBC)	12,270
3	Godfrey & Friends (CBS)	11,360
4	Comedy Hour—Hope (NBC)	10,630
5	Dragnet (NBC)	9,730
6	Star Theatre (NBC)	9,640
7	Blue Ribbon Bouts (CBS) (Charles vs. Lane)	9,270
8	Show of Shows (NBC)	8,820
9	Television Playhouse (NBC)	8,750
10	Talent Scouts (CBS)	8,500

Rorabaugh Report Out

RORABAUGH REPORT on Spot Television Advertising for the first quarter of 1953 was released April 25. The report is published by N. C. Rorabaugh Co., New York, and shows where national and regional advertisers used spot TV during January, February and March.

Upstairs and Down

MORE than half of the home radios in the country are located outside the living room, an analysis of Nielsen Coverage Service reveals, showing 42% of radio sets in living rooms, 26% in bedrooms, 20% in kitchens, 5% in dining rooms and the remaining 7% in other parts of the house.

Lang-Worth

has been around now for 18 years, which isn't very important in itself, but here

is a

record its owners like to talk about. During those 18 years Lang-Worth never once bit the hand that fed it. We're talking about the

station's

hand—and we can recall a few cantankerous codgers who did rate a full-sized nip. But

best

do we remember the many wonderful fellows who gave Lang-Worth a home when it was only a pup — who supported it and encouraged it — fellows we are privileged to call

friend!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

NETWORKS

NBC Tandem Schedule Lists Six Radio Shows

New slate includes five 13-week and one 10-week series.

PROGRAM lineup for NBC's new Summer Tandem Plan for radio [B•T, April 27] as announced by George H. Frey, NBC vice president and network sales director, comprises:

Barrie Craig — Sun., 10-10:30 p.m. EDT, May 31 through Aug. 23; *Robert Armbruster & His Orchestra* — Mon., 10:15-10:30 p.m., June 1 through Aug. 24; *First Nighter*—Tues., 8:30-9 p.m., June 2 through Aug. 25; *Scarlet Pimpernel* — Wed., 9:30-10 p.m., June 24 through Aug. 26; *Judy Canova*—Thurs., 10-10:30 p.m., June 4 through Aug. 27; *Bob & Ray* — Fri., 9:30-10 p.m., June 5 through Aug. 28.

The above schedule, including five 13-week and one 10-week series, differs slightly from that proposed to NBC's affiliate radio stations by Harry Bannister, station relations vice president, in his announcement of the Summer Tandem Plan.

The plan offers advertisers participations in each of the six programs at the base rate of $3,856 for a full minute of commercial plus opening and closing billboards on one program on the full 197-station network, the figure to cover both talent and time charges. The plan allows for three participations per half-hour program.

Six New Affiliates Signed by CBS-TV

AFFILIATION of six new TV stations with CBS-TV raising the total to 111, was announced Tuesday by Herbert V. Akerberg, vice president in charge of station relations. The stations:

WMT-TV Cedar Rapids, owned by American Broadcasting Stations Inc., William B. Quarton, general manager, effective Sept. 27; WCIA-TV Champaign, Ill., owned by Midwest Television Inc., Merrill Lindsay, general manager, Sept. 1; KID-TV Idaho Falls, Ida., owned by Idaho Radio Corp., C. N. Layne, general manager, June 14.

KBES-TV Medford, Ore., owned by Southern Oregon Broadcasting Co., Everett Faber, general manager, June 1; WDAY-TV Fargo, N. D., owned by WDAY Inc., Tom Barnes, general manager, May 15, and KIEM-TV Eureka, Calif., owned by Redwood Broadcasting Co., W. B. Smullin, vice president, Sept. 1.

Coronation Coverage Set

RADIO and television networks last week were speeding preparations for the coverage of the Coronation of Queen Elizabeth II on June 2 and formulating plans for special programs preceding the event.

ABC radio reported it will broadcast from London *The Story of the Coronation*, a feature series of interviews with persons intimately associated with Queen Elizabeth, starting tomorrow (Tuesday), 8:30-9 p.m. EDT. MBS will choose an American "Queen" in connection with its *Queen for a Day* program this Friday and will fly her to London on May 30. NBC and CBS already have sent personnel to London to prepare pre-Coronation features and to complete arrangements for coverage of the event [B•T, March 30].

some

bright young lad once conceived the idea of putting commercial spot announcements into song. It was a neat twist. He called them jingles. These infectious singing

jingles

sold merchandise and pleased listeners, which all adds up to good radio. Later, some not so bright imitators decided to improve the selling power of the jingle. They applied the psychological approach and caused the jingle to

jangle—

They had the misguided notion that if you annoy a listener, he'll get mad, blow his top, and buy all of the product he can lay his hands on—just to get it off the market! But it doesn't work that way.

Lang-Worth

knows that listeners are more easily sold when they are happy than when mad . . . and that Local advertisers want tailored spots just like National advertisers. That's why our NEW 1953 Customized musical spots are selling like crazy to Local sponsors. They are far more than just

jingles

They are especially tailored to feature the LOCAL SPONSOR'S NAME OR PRODUCT right inside the musical spot. They're brand NEW, chum, and copyrighted. They sell the product and personalize the advertiser—they're super-hypos to local sales. Result—station cash registers with a high-frequency

jingle!

IT'S FOR FREE!

Send today for a recorded demonstration of the newest and hottest sales tool in radio . . . musical spots tailored to your local sponsor or his product—IT'S FREE!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57th St., New York 19, N. Y.

CBS EXPANDS TELEVISION SALES

Network will syndicate "Amos 'n' Andy" and "Linkletter and the Kids." A half-million dollar dramatic series is in the offing.

AS PART of the overall expansion of CBS Television Film Sales Dept., the network announced Thursday that it would syndicate its *Amos 'n' Andy* series and distribute a new TV quarter-hour film series of 39 children's shows titled *Linkletter and the Kids*, featuring Art Linkletter.

In his announcement, Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, said the film sales dept. also is working on "a half-million dollar dramatic series," which is still in the discussion stage.

Mr. Jones also announced that CBS-TV film sales would double its staff, and that two new offices in Dallas and Atlanta would be opened "immediately."

The syndicated *Amos 'n' Andy* series will consist of 52 half-hour programs, 39 of which have been carried on the network plus 13 which have not been previously released. *Linkletter and the Kids*, a film series in 39 episodes, will be released for national, local, or regional use as an exclusive nighttime feature.

"Pays for Itself and Makes Money for You from the Day It Arrives!"

DOUBLE-BARRELLED Sales Aids put the SESAC Transcribed Library on a paying basis the day you get it. The network-calibre shows are described in colorful *brochures* which you take right to the prospective sponsor, with your own rates and call letters filled in. Then, sample commercial shows on *audition discs* demonstrate exactly how his show will sound. The sponsor sees . . . hears . . . and he's SOLD!

THE SALE of just one ¼-hour show across-the-board for 13 weeks usually pays for the entire service for *more than a year.* After the first sale, it's all profit! That's why hundreds of broadcasters so enthusiastically endorse the SESAC Transcribed Library.

THE SERVICE includes over 4,500 varied musical selections, salable scripts, program notes, and a catalog of bridges, moods and themes. Every month, subscribers get sparkling new releases. SESAC is a *complete* transcription service—the *lowest-priced* in the field.

Drop us a card for samples, discs and data.

***SESAC* Transcribed Library**

475 Fifth Avenue New York 17, N. Y.

ABC-Hal Roach Sign TV Film Contract

LONG-TERM contract covering production of network TV programs and subsequent syndication has been signed by ABC and Hal Roach Jr., Robert E. Kintner, ABC president announced Thursday.

First film program slated for production under the agreement will be a comedy series, *White Collar Girl*, starring Laraine Day, which will go into production about mid-May in the network's Hollywood studios, according to Robert M. Weitman, network vice president in charge of talent and programming, who also negotiated the contract.

Under the agreement with Mr. Roach, programming will include full range of comedy, drama, mystery and adventure series.

TV Exploitation Names Eight

APPOINTMENTS of Harold Goldman as national sales director of TV Exploitation, New York, TV film production and distribution firm, and of the first seven territorial representatives were announced last week by Oliver A. Unger, general manager. New representatives are: Abe Teitel, Chicago; Sam and Ross Wheeler, Washington; Donald Schwarz, Minneapolis; Al Dezel, Detroit; Harold Schwarz, Texas; William Beegle, Pittsburgh, and Bernard Rubin, Cleveland.

Film Sales

Kellogg Co., Battle Creek, Mich., has signed renewal contracts with **Superman Inc.,** Hollywood, for further production of *Superman* half-hour TV film series. Production starts on the second group of 26 programs June 15th. Kellogg agency is **Leo Burnett Co.,** Chicago.

* * *

Nash Dealers of New England will start *Little Theatre*, a quarter-hour TV series filmed by **TeeVee Co.,** Beverly Hills, on **WJAR-TV** Providence, **WHYN-TV** Holyoke, Mass., and in Boston and Hartford, for 26 weeks from May 4. Agency: **Shepherd Adv. Agency,** Boston. The series also has been set on **KGUL-TV** Galveston and **WNBW (TV)** Washington, for 52 weeks from May 6 and April 27, respectively.

* * *

Princeton Film Center Inc., Princeton, N. J., announces the completion of three one-minute commercials for **duPont** paint through **BBDO,** New York. The commercials feature **Norman Brokenshire** and will be integrated with the Princeton package, *Norman Brokenshire, The Handyman,* which duPont has purchased for telecasting on **KGUL-TV** Galveston, Tex., **WMAR-TV** Baltimore, Md., **WBNS-TV** Columbus, Ohio, **WNAC-TV** Boston and **WCAU-TV** Philadelphia.

* * *

George W. Hayman Adv., Rockville Center, L. I., last week announced completion of a series of 10-minute TV films for **Shieldall Awnings,** Girard, Ohio. Written and directed by **Robert E. Thompson,** and titled *Patio Patter*, films are scheduled for showing in most major eastern markets, beginning with **WPIX (TV)** New York.

* * *

WHYN-TV Holyoke, Mass., has leased *TV Disc Jockey Film Library* from **Screen Gems Inc.,** for 52 weeks.

* * *

Cine-Tele Productions, Hollywood, is completing a 26-minute TV film on safety education for **California Highway Patrol.** Scenes are

being shot in 16mm throughout the state of California. **Harry Lehman** is the producer.

* * *

Farmers Insurance Co. and **Siroil Laboratories Inc.** (medicinal salve), both Los Angeles, started weekly quarter-hour *Double Play* on **KHJ-TV** Hollywood, for 19 weeks from April 5 and eight weeks from April 26, respectively. The filmed series is distributed by **United Television Programs.** Agency on both accounts: **Factor-Breyer Inc.,** Hollywood.

Availabilities

American Medical Assn., through **Marshall-Hester Productions,** New York, is producing six five-minute film programs of a new series titled *What to Do,* featuring skits on such topics as home treatment of the common cold, headache and abdominal pain. The programs will be released June 15 for loan to local TV stations through local medical societies.

Distribution

Kling Studios, Chicago, named sole distributor for TV film puppet series, *King Calico,* winner of Chicago Federated Advertising Award in 1952 for best children's show.

Production

Buck Rogers TV Productions Inc., Culver City, scheduled to headquarter at Hal Roach Studios, has been formed by four businessmen after they secured all rights, except for the syndicated cartoon strip, to "Buck Rogers in the 25th Century" from creator **John F. Dille.** The new firm consists of **Bert D'Armand,** Hollywood motion picture producer, president and executive producer; **Robert S. Howard,** Southern Calif. sportsman, first vice-president and associate producer; **Louis J. Meunier,** Pennsylvania paper mill owner, second vice-president, and **Max Gilford,** Hollywood motion picture attorney, secretary-treasurer and general counsel. The firm plans immediate production on 26 half-hour films in addition to radio series under negotiation in New York. The same group will also function as **Buck Rogers Theatrical Productions** and **Buck Rogers Merchandising Corp.**

* * *

Barrington Films Inc., Culver City, with headquarters at Hal Roach Studios, has been formed to film NBC-TV's *I and Claudie* and *Mr. Mosby, Decent Citizen* series. Former series deals humorously with two international hitchhiking bums and is based on the magazine short stories by **Dillon Anderson.** The latter program, from **Robert Riley Crutcher** short stories, concerns a suburban father and two daughters in a situation comedy format. **Richard Johnston,** Paramount Pictures executive production manager, serves as production supervisor and general manager of Barrington. **Robert Welch** is executive producer for NBC-TV.

* * *

WTVJ (TV) Miami, Fla., sent **Lee Dickens,** WTVJ (TV) television personality, **Bob Johns,** TV producer, and **Vernon Fisher,** cameraman, to Brazil April 24 where they will film a series of wild-life action episodes. Most of the filming will be done in the jungle and along the Amazon River, and will include Mr. Dickens' adventures with alligators, water-buffaloes and man-eating fish in the area. The filmed programs will be packaged and distributed nationally by WTVJ (TV)

* * *

Films for Television Inc., headquartered at Goldwyn Studios, Hollywood, has been formed with **Jack Skirball,** as president-executive producer, to film *World Premiere,* a series of half-hour programs based on stories by famous authors. The pilot film being completed is "Lesson in Biology" by **Pearl Buck.**

ASCAP CONCEDES INDUSTRY POSITION ON LOCAL CO-OPS

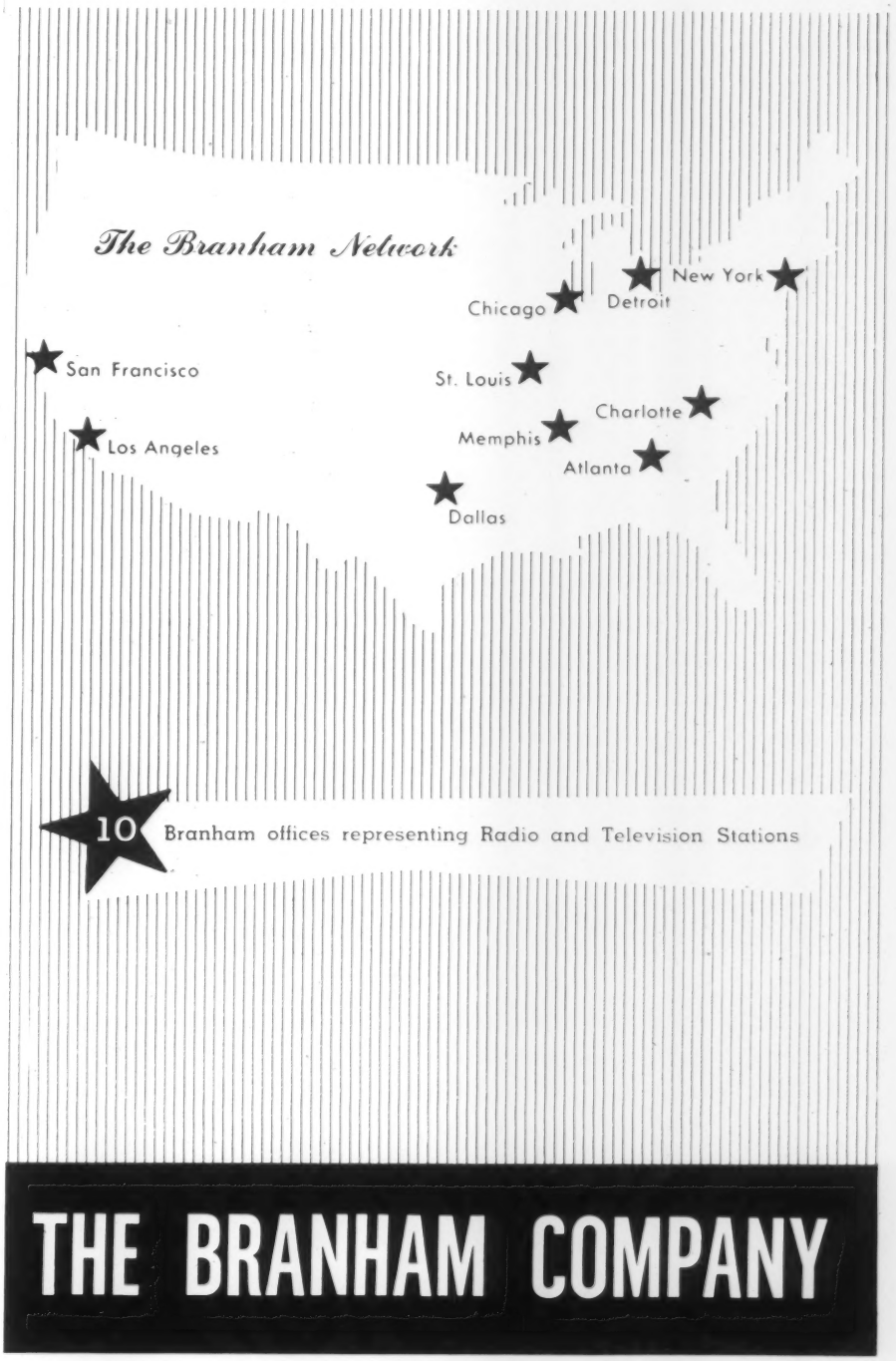
Years-old contested question settled. Stations had objected to paying 2¾% rather than the local rate on network co-op programs carrying local announcements.

IMPORTANT industry victory in the three-decade-long negotiations with ASCAP was won last week when the copyright society announced it was accepting the industry's position in the local radio co-op battle.

The question has been contested by broadcasters and ASCAP for years, with stations objecting to the fact they had to pay 2¾% on network co-op programs carrying local announcements rather than the local (2¾%) rate.

These rates applied in the case of local blanket licenses. The rate on co-op programs for those holding per program licenses has been 8%.

Harold Fellows, NARTB president, wired



Stanley Adams, ASCAP president, late Thursday conveying the NARTB board's gratification "that ASCAP has taken action indicating its willingness to adopt an interpretation of the existing radio licenses which will settle the matter of co-op program payment by ASCAP radio licensees."

His wire said the board was "particularly pleased" that the ASCAP board "has offered to resolve the disputed interpretations arising under the existing radio licenses in this manner and to accept payment during the full term of the radio agreements (from 1941 through 1958) on the basis of the rates specified in the local radio licenses wherever such co-op programs are sponsored locally, such payments to be made to ASCAP by the local stations.

"On the basis of their several existing local licenses, we are recommending to our membership that each AM broadcast licensee have his total receipts from the sale of co-op programs re-checked and pay to ASCAP all amounts thus determined to be due under its local license."

The convention adopted a resolution voicing the association's gratification at ASCAP's action. The resolution pointed out that broadcasters felt that the 2¼% rate should apply where network co-ops were locally sponsored in the case of those holding local blanket licenses.

In the case of television, network co-op programs having locally sponsored announcements are subject to the network rate, being considered network revenue. This policy is based on mutual agreement and there was no indication it might be changed in the immediate future.

UP NEWS FEATURES MARK SALES RISE

ADVERTISERS are buying more news feature programs today than they were a year ago, United Press Radio has reported following a survey of nearly 500 client radio stations across the country.

"Sponsorship of scripted programs is definitely up," John J. Madigan, UPR news manager said. "Many stations have all, or nearly all, of the 30 daily and weekly UP features sold across the board.

"Our survey also shows that types of sponsors are expanding. New businesses are coming into radio and old-line sponsors who have restricted their interest to certain kinds of programs are branching out."

The survey also revealed more use of feature scripts for background and integration into locally-written programs, and increased interest in commentaries and documentaries.

TV NEWS OPERATION IS SEMINAR TOPIC

HOW to set up and operate a television newsroom was discussed at last week's First National Television News Seminar held in Evanston, Ill.

Co-sponsored by the Radio & Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, the seminar was attended by 50 students from 22 states.

How to make a profit on TV news by trimming materials costs, utilizing manpower to the fullest while producing a desirable product was outlined by Richard Oberlin, news director of WHAS-AM-TV Louisville, Ky. Once the minimum capital expenditure is made, operating costs are the heart of the matter, Mr. Oberlin explained.

Spencer Allen, WGN-TV Chicago news director, estimated equipment budgets and personnel requirements for small, medium and large TV station newsrooms. Minimum equipment—silent 16mm camera and lenses, projector, film editing equipment and camera accessories—will cost at least $1,700. One cameraman, he said, can shoot 300 feet of film, which costs about $4 per hundred feet, plus development, for a total daily cost of around $15.

William Ray, NBC director of news and special events, discussed production of various types of news programs.

Other speakers at the First National Television News Seminar and their subjects were:

James A. Byron, news director, WBAP-AM-TV Ft. Worth, "Television Special Events and Sports;" Gordon Dunn, meteorologist in charge, Chicago weather bureau, "Services of the U. S. Weather Bureau;" Stephen Fentress, assistant news director, WGN-TV Chicago, "Writing and Editing the Television Newsreel;" Charles F. Harrison, director of news and special events, WFIL Philadelphia, "Building the Man-on-Camera TV News Program;" Jack Krueger, news director, WTMJ-TV Milwaukee, "Setting Up the TV News Operation."

Also, Francis McCall, producer, *Camel News Caravan*, NBC-TV New York, "Good Taste in Film Selection;" Chick McCuen, news director, WCCO-TV Minneapolis, "Television News Promotion;" Everett M. Nelson, account executive, A. C. Nielsen Co., Chicago, "Audience Measurement of TV and Radio News;" Fred S. Siebert, authority on journalistic law, director of School of Journalism, U. of Illinois, Urbana, "TV News and the Law: The Right to Report;" Blaine Wickline, service manager, Bell Telephone Co., Chicago, "The Bell System's Audio and Video Transmission Facilities," and Clint Youle, conductor, weatherman program, WNBQ-NBC Chicago, "Building the TV Weather News Program."

Education TV Meet Opens in Capital

THE FIRST National Conference on Educational Television went into session today (Monday) in Washington. On the agenda is the formation of citizen committees and start of fund raising drives in 35 U. S. cities.

The conference is under joint sponsorship of the Joint Committee on Educational TV and the National Citizens Committee for Educational TV. It is meeting in the Wardman Park Hotel.

A non-technical explanation of TV equipment will occupy the conference's first session. Following that, George W. Stoddard, president U. of Illinois, and chairman of the new Educational Television and Radio Center, will address a luncheon meeting.

Dr. Arthur S. Adams, president, American Council on Education, will speak at the round up dinner tonight. Committee reports will feature the meeting.

Congressmen, government leaders, governors and leading industrial figures are expected by conference officials to be on hand for the all-day sessions.

Image-Quality Measurement System Told SMPTE by Schade

UNPRECEDENTED mathematical accuracy in pre-determining the quality of images any given television or photographic system will produce was reported Tuesday (April 28), as the result of progress on a unique measuring system which permits for the first time the scientific grading of picture-producing instruments.

The progress was outlined in a technical paper delivered by Otto H. Schade, RCA Tube Dept. engineer at the Society of Motion Picture and Television Engineers 73rd Semi-Annual Convention at the Los Angeles Statler Hotel.

In an address before the SMPTE 18 months ago, Mr. Schade disclosed his system of universal ratings which can be applied to measure with scientific objectivity the quality of all image-producing instruments—camera and projection lenses, TV camera and picture tubes and positive and negative motion picture film. His progress report Tuesday outlined the system's use to translate optical properties of images into electrical terms.

The new application is based on the establish-

Bubbles tell the "captive carbonation" story of Hofman Mixers in these Sarra TV commercials . . . bouncy, smiling, animated bubbles . . . sparkling, lively, real Hoffman Beverage bubbles rising in glasses set on a handsome silver tray. So lifelike is the reproduction that the bubbles almost tickle your nose. Skillful audio and strong product identification add up to a sales message with powerful impact. Created by SARRA in cooperation with Warwick & Legler Inc., for Hoffman Beverage Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

ment of electro-optical equivalents to permit accurate expression of optical characteristics in mathematical languages, he explained.

The importance of the electro-optical equivalents to the TV and motion picture industry, Mr. Schade said, is that they can be applied to accurately grade the quality of the elements of any image-producing system. The gradings, in turn, make it possible to pre-determine mathematically the quality of the picture which the system is capable of producing.

Conversely, knowing the picture quality required, equipment designers can apply the electro-optical equivalents to determine the characteristics required by each element of any image-producing system to produce such quality, he said.

This scientific approach points the way to optimum equipment design, he declared. Heretofore, the picture quality of TV and photographic systems has been determined visually. The ratings system will enable the motion picture industry, film processors, lens makers and TV tube manufacturers to quickly and accurately determine with electronic instruments the characteristics of basic elements of television and photographic systems and to apply the measurements against mathematical optimums.

Theatre-TV's Advantages Cited to SMPTE by Wolfson

THAT theatre-television "can and will bring culture to main street and wider knowledge to the citizens of every town in the land" was the prediction made by Mitchell Wolfson, co-owner of the Wometco theatre chain and WTVJ (TV) Miami, Monday as a speaker at the luncheon opening the six day 73rd Semi-Annual Convention of the Society of Motion Picture and Television Engineers at the Los Angeles Statler Hotel. He asserted that the revenue producing potential of theatre video "has not yet begun to be tapped."

Stressing that the American public wants and is willing to pay for better viewing techniques, his talk was devoted primarily to the upheaval in the motion picture industry caused by the rush to embrace 3-D and other new methods of increasing realism.

TV Aid to Better Living, Walter Williams Tells ANA

TELEVISION industry should help boost productivity and provide impetus toward a healthier U. S. economy, according to Under Secretary of Commerce Walter Williams in a talk April 25 before the American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va. [B•T, April 27].

Mr. Williams spoke on "Can We Get America to Live One-Third Better?" Noting that about one-half of the nation has access to TV stations, he said: "Construction of new television stations, eventual introduction of color television on a broad scale, will provide a continuous and growing market for this product."

As an example of "private initiative at work to simplify and lower costs of modern electronics devices," Mr. Williams cited the development of germanium, a grayish semi-conductor metal, "reminiscent of the old crystal set," which he said is replacing vacuum tubes in many electronic devices.

Philip L. Graham, publisher, *The Washington Post* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and board chairman, The Advertising Council, spoke on "Let Ike Do It."

MR. LYNN POOLE, *originator and producer of* THE JOHNS HOPKINS SCIENCE REVIEW

For Distinguished Achievement

IN A TELEVISION EDUCATIONAL PROGRAM

The Peabody Award

TO JOHNS HOPKINS SCIENCE REVIEW
TO ORIGINATING STATION WAAM, BALTIMORE
TO THE DUMONT TELEVISION NETWORK

Around Baltimore they keep an eye on channel 13 . . . the WAAM channel. Among other things, it is our privilege to be associated with the Johns Hopkins University and the DuMont Television Network as the originating station for the Johns Hopkins Science Review. This is the program that has already won twelve awards of national importance. Now comes the 1952 George Foster Peabody Award for distinguished achievement in a television educational program. The Johns Hopkins Science Review is proof that an educational program in the right hands can be as fascinating as anything on the air. WAAM's show-wise staff and model facilities have made channel 13 the channel Baltimore keeps its eye on.

Maryland's Most Honored Television Station

WAAM Baltimore Channel 13

AFFILIATE DUMONT TELEVISION NETWORK—AMERICAN BROADCASTING COMPANY
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.—NEW YORK—CHICAGO—SAN FRANCISCO

'BAIT' ADVERTISING ON RADIO AND TV DRAWS ATTENTION OF FCC AND FTC

Deceptive advertising, particularly of reconditioned vacuum cleaners and sewing machines, brings listeners' protests to FCC which staff attorneys consider sufficient to warrant license renewal hearings. FTC is also considering test cases against practice.

INFORMAL acknowledgement was made by FCC spokesmen last week that the Commission has received complaints against misleading radio and TV advertising which are considered sufficient to warrant license renewal hearings for the stations involved.

The principal cases concern acceptance of questionable "bait" advertising accounts—particularly in the reconditioned vacuum cleaner and sewing machine fields. Trading on the allure of top brand names, "bait" advertisers are doing an annual business estimated at up to $500 million.

Bait advertising, as currently employed on radio and TV, chiefly means phony offers of merchandise at ridiculous prices to gain introduction into the home for salesmen who high pressure the prospect into buying an overpriced or inferior-quality alternative product through the sales technique called the "switch." Some firms even fire salesmen for permitting prospects to buy more than a limited quota of the advertised item during a week.

Principal objection to bait advertising, aside from its specific deception and harm, is that the practice rouses disbelief in the public mind toward all advertising and the medium through which it is transmitted.

In a number of large cities, these questionable accounts represent sizable revenue sources for some radio and TV stations—as much as $1,000 a week or more for individual advertisers.

Effectiveness Prompts Usage

Because of the effectiveness of radio and TV as advertising media, there has been an increasing use of broadcasting indicated, but in some cities stations already are refusing such accounts in cooperative campaigns with local Better Business Bureaus to curtail the more flagrant practices.

Meanwhile, the Federal Trade Commission last week reported it has in preparation several test cases against bait advertising of reconditioned vacuum cleaners and sewing machines. In several cities, court suits involving such advertising are pending or in preparation. Radio, TV and newspapers are the chief media used.

FTC for some time has been issuing orders against a score of firms for concealing the Japanese origin of sewing machine heads and for falsely representing such machines as American-made.

While most states have statutes forbidding deceptive or fraudulent advertising, Massachusetts has passed precedent-setting legislation specifically outlawing bait advertising there. Signed by Gov. Christian Herter just a few weeks ago, the new law becomes effective July 15. Massachusetts also has a new law banning fake "going out of business" sales. Stiff penalties and posting of bond are provisions of the law.

A strong resolution against bait advertising and selling practices was adopted by the 39th annual conference of the Assn. of Better Business Bureaus at its closing session April 24 in Palm Beach, Fla. The association has been campaigning two years to stamp out the problem in the reconditioned vacuum cleaner and sewing machine fields.

A special ABBB committee told the conference that "television has been seized upon in many sections as the best method of carrying out bait advertising because of the extra advantage of deceiving the customer, usually as to condition and appearance."

"Why has radio and television been the willing way out for baiters when newspapers' censorship and revocation of advertising privileges slowed down baiting?", the committee asked in its report.

In the past, FCC consistently has referred advertising complaints to FTC for review and possible action by the latter agency, rather than the FCC taking action on its own. Several years ago, however, there were strong recommendations at staff level for FCC to institute a test license renewal case against a major New York City station in order to point up the growing problem. Renewal proceedings were never ordered because members of the Commission felt the problem verged on the border line of FCC responsibility and would be difficult to prosecute.

Whether FCC will reconsider this policy and call for a test case of some station, now that FTC and organizations such as Better Business Bureau emphasize the problem, is open to speculation. FCC attorneys explained last week that complaints continue to be referred to FTC. They said they considered that some protests now pending contain allegations of sufficient implication to warrant calling of renewal hearings under present Commission rules relating only generally to advertising and program responsibility of stations.

The Commission, at its regular weekly meeting, from time to time is given a box score accounting of complaints currently being mailed to FCC, or even referred to the Commission by the president.

For the past couple of months checked, 40% of the protests received by the Commission have related to advertising. More than half of the advertising complaints, or nearly 25% of the total complaints, currently protest incidents of bait advertising on radio and TV. Another 40% of the total complaints currently relate to protests of programming, chiefly for poor taste or alleged indecency.

In January, several hundred letters were received chiefly from adults protesting withdrawal of a religious show for youth, while a smaller flurry was received from children complaining about dropping of *Tom Corbett, Space Cadet*.

TAPED results of 1,600 telephone calls to Bryson Rash (r), WMAL-TV Washington news commentator, in his poll of viewers' opinions on whether District of Columbia should switch to Daylight Saving Time this summer, are presented to Rep. Joel T. Broyhill (R-Va.), House District Committee member. Calls, 70% favoring DST, swamped WMAL-TV switchboard.

TWO TV GRANTS INCLUDE S. F. CP

UHF television facilities in San Francisco and Richmond, Ky., were granted by the FCC last week, and a new construction permit was issued to WAFB-TV Baton Rouge to replace an expired one. The Commission Thursday granted dismissal of an uncontested application and received a dismissal request in a case otherwise destined for hearing.

The uncontested applications approved were:

San Francisco—S. H. Patterson (KSAN San Francisco and KJAY Topeka), uhf Ch. 32. Effective radiated power 81 kw visual and 46 kw aural; antenna height above average terrain 1030 ft. (City priority Group: B-5, No. 212).

Richmond, Ky.—Blue Grass TV Co. (WFTV Maysville, Ky.), uhf Ch. 60. ERP 81 kw visual and 47 kw aural; antenna 550 ft. (City Priority Group: A-2, No. 516).

Dismissed was the bid of Southwestern Bcstg. Co. of Mississippi, for uhf Ch. 31 at McComb. Bowing out of contention for vhf Ch. 5 in Lubbock, Tex., is Lindsey TV Co., leaving the way clear for Plains Radio Bcstg. Co. (KFYO).

SENATE GROUP TO MEET WITH FCC

Sen. Tobey calls May 18 meeting for his Commerce committee and Commission to discuss speed of TV application processing.

CONGRESSIONAL pressure to speed up TV application processing will be turned on May 18, when the Senate Commerce Committee meets with the FCC. Meeting was called by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate committee, last week.

In an April 25 letter to FCC Chairman Rosel H. Hyde, Sen. Tobey said that members of the committee "are greatly concerned because so many applications for new TV stations are backed up awaiting hearing." He also said that many areas without television service "apparently will be deprived of this service for years to come unless something is done to speed up the processing of applications."

Sen. Tobey's letter spoke of the committee's desire to be helpful "in this emergency" and set the May 18 date to discuss the FCC's work and workload "and in particular its practices and procedures in considering applications for television station licenses."

Same tack was taken by Sen. Homer E. Capehart (R-Ind.) who also wrote Mr. Hyde last week urging that the Commission give priority to cities without TV service.

Offering to sponsor legislation if needed, Sen. Capehart said:

I believe the Commission should consider first those applications from communities not now having television rather than continue the present policy which often leads to the granting of licenses to communities already having facilities in operation.

Sen. Capehart referred to similar feelings by

XUM

other members of the Senate Commerce Committee.

Last month, Sen. George A. Smathers (D-Fla.) introduced S Res. 101 urging a Senate Commerce Committee investigation of the FCC procedures in TV processing [B•T, April 13]. He also sought an answer to the high cost of TV hearings.

Early this year the Commission established revised procedures for TV hearings which are expected to shorten considerably the length of contested cases. First TV hearing under the revised rules was that for uhf Ch. 69 in Fort Wayne, Ind. Case was completed in five days, with a half-day session required to complete engineering testimony [B•T, April 20]. In San Juan, P. R., contest between WAPA and WKAM for Ch. 4 there has been entirely reduced to a written case.

During recent weeks, the FCC has been working to revise its list of priorities in order to give higher standing in TV application processing for those cities which still have no video service. In many cases, grants have been made to such cities, but CP-holders have not yet begun operation.

May 18 appearance before the Senate Commerce Committee will be the second in as many months for the FCC. Last month, the Commission spent two days before the Senate committee discussing educational TV [B•T, April 27, 20].

BILL WOULD RAISE EXAMINER STATURE

Government hearing examiners would have the stature of "administrative judges" in Sen. McCarran's recent bill.

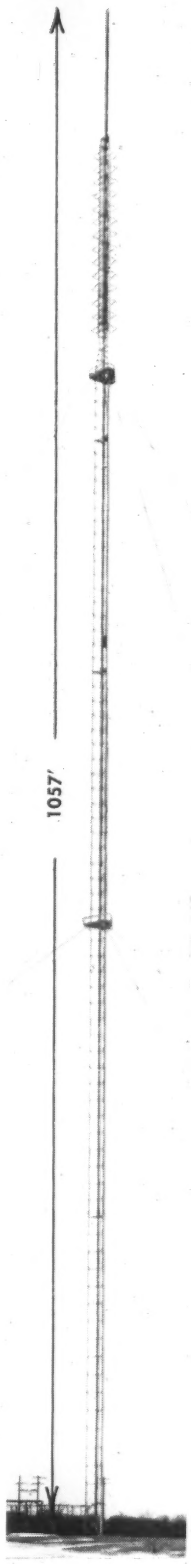
RAISING stature of government hearing examiners to that of "administrative judges" is the purpose of a bill (S 1708) which has been introduced by Sen. Pat McCarran (D-Nev.). It was referred to the Senate Judiciary Committee.

The bill would authorize the President to appoint all examiners, with Senate consent. It also would establish a single $14,000 yearly salary for examiners and approve removal only for cause. The bill provides that all cases be handled on a rotation basis.

Sen. McCarran's action stems from the 4-3 Supreme Court decision last month upholding Civil Service regulations concerning examiners. The Civil Service Commission established different salaries and grades for examiners, ruled that cases were to be assigned on the basis of difficulty, and provided for the removal of examiners if the agency is required to reduce personnel.

The regulations were challenged by the Federal Trial Examiners Conference. A U. S. District Court and Court of Appeals ruled for the examiners' group and against the CSC. Lower courts held that all examiners in a single agency must be paid the same salary, that cases must be handled in rotation and that reduction in force by the agency cannot affect examiners. This is the practice at FCC. Of FCC's 12 hearing examiners, nine are in the $9,600-$10,600 bracket (GS 14)and three are in the $8,360-$9,360 bracket (GS 13).

Sen. McCarran's bill would amend Sec. 11 of the 1946 Administrative Procedures Act. The Nevada Democrat was active in getting the 1946 bill into law. He has maintained that the CSC misinterpreted the act's references to examiners.



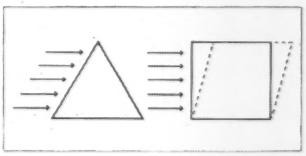
Tall or short . . . for TV, Microwave, AM, FM . . . IDECO has the tower know-how.

BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

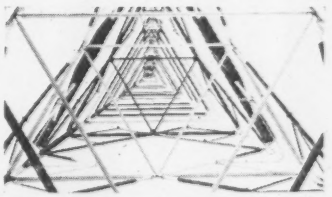


SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

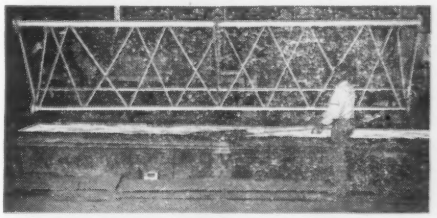
The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.



COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING

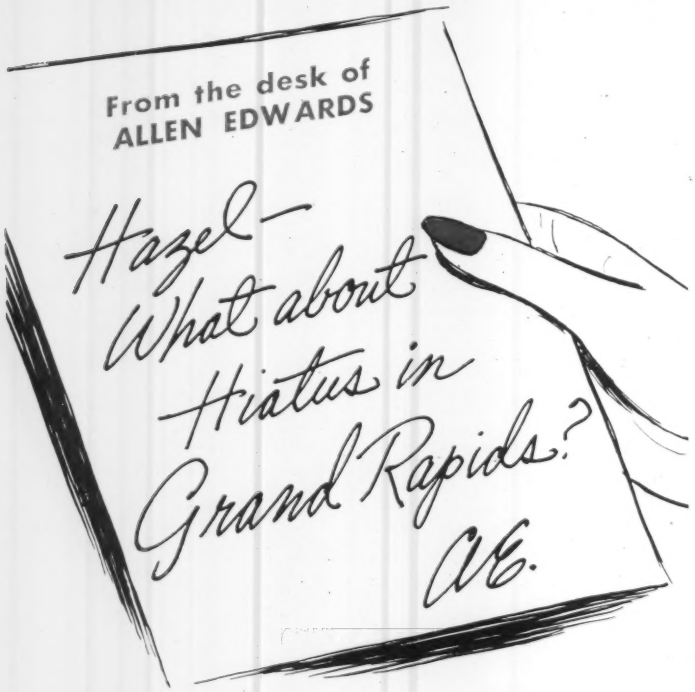


Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

IDECO

IDECO DIVISION, *Dresser-Stacey Company*
Dept. T, Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

WOODland! AM



Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

WFDF CH. 12 GRANT PROPOSED

WJR Detroit and W. S. Butterfield would be denied Ch. 12 under initial decision.

BETTER antenna site and proposed programming more closely geared to the community to be served won FCC Hearing Examiner Benito Gaguine's approbation last week when he issued an initial decision favoring the grant of Flint, Mich., vhf Ch. 12 to WFDF in that city. Decision also recommended denying the applications of WJR Detroit and W. S. Butterfield Theatres Inc. for the same facility in Flint.

Examiner found that WFDF, owned by the Harry M. Bitner interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WEOA Evansville), chose an antenna site which would throw the strongest signal of the three applicants into Flint. It would also minimize Detroit coverage, he pointed out, whereas the other applicants located transmitters to encompass Detroit in coverage area. Whereas WFDF would therefore program for Flint, and areas to north (Bay City and Saginaw), WJR and Butterfield might be tempted to skimp on Flint programming in favor of Detroit coverage, the examiner deduced. Among other reasons in favor of WFDF, the examiner declared that its antenna site permits major network affiliation, while overlap with Detroit TV stations precludes this for other two applicants.

KORE, KUGN Eugene Sales, Three Others, Approved

FIVE shifts in AM station ownership were granted by FCC Thursday—including two involving Eugene, Ore., outlets and principals in the Eugene TV Inc. application for vhf Ch. 13 there.

C. H. Fisher, 30% party in the application, became sole owner of KUGN-AM-FM by purchasing 50% interest from O. E. and P. R. Berke for $56,531. In an April amendment to Eugene TV's application Mr. Fisher agreed to sell his radio holdings should the application be granted.

Glenn McCormick, a 32.3% principal in Eugene TV, transferred his 70% holding in KORE to five parties, including Lee P. Bishop whose interest increased from 30% to 51%. Consideration was $122,500. Under the amendment filed April 24 Mr. McCormick, owner of KSLM Salem, Ore., withdraws from Eugene TV.

Other ownership changes involved:

KPAL Palm Springs, Calif. CP assigned from Jobe Hamman and Melvin Sullivan to Florence Raley for out of pocket expenses of $4,897.

WBML-AM-FM Macon. Allen Woodall and Howard Pill, each 16⅔% parties, acquired negative control through purchase of remaining stock, held by executors of the estate of Ernest Black, deceased, by Middle Georgia Co., the licensee corporation. Consideration $60,000.

WAKN Aiken, S. C. John Mare gave up control and reduced his holding from 56⅔% to 30% by transfering the difference to three new stockholders for $13,333.

KMBC Refiles for TV

KMBC has announced it will amend its application for vhf Ch. 9, Kansas City, to increase its visual ERP to 316 kw—the FCC maximum for that facility. Several years ago KMBC withdrew TV applications for Topeka and St. Joseph, Mo., in order to concentrate on its Kansas City application, the station reported. WHB Kansas City is competing for Ch. 9.

XUM

Ike Names Group to Study Lengthy Govt. Hearings

ANOTHER approach to cutting down the length, expense and volume of cases before FCC and other government agencies—this time with the blessing of the President—officially was begun last week when President Eisenhower appointed a committee to study the problem.

Meanwhile, the Senate Commerce Committee is scheduled to meet May 18 with FCC on the subject of speeding up TV grants (see separate story page 74).

The President's move, made upon the recommendation of Chief Justice Fred M. Vinson, was an outgrowth of a 1951 Judicial Conference Study of Administrative Procedure which had as its purpose the elimination of "unnecessary delay, expense and volume of record." Chairman of the study was U. S. Court of Appeals Judge E. Barrett Prettyman. President Eisenhower last week named Judge Prettyman chairman of the new conference.

Included in the membership of the new committee are Federal judges, Government trial examiners (including J. D. Bond of the FCC), and lay attorneys.

A subcommittee of the 1951 Judicial Conference, which numbered FCC General Counsel Benedict P. Cottone among its members, found that unduly voluminous records and unreasonable delay constituted a hindrance to the success of the administrative process.

In an itemized list of some of the causes of delay and expense, the subcommittee suggested among other things that (1) investigations and adjudications be completely separated, (2) greater use of pre-hearing conference technique, (3) tighter rein by examiners on the reception of irrelevant and immaterial evidence, (4) more adequate preparation and the elimination of dilatory tactics by counsel, (5) more discrimination in incorporating by reference other case records, (6) limitation and greater use of stipulation in technical and scientific evidence presented by expert witnesses.

Pennsylvania Senate Okays Educ. TV Plans

PENNSYLVANIA STATE Senate initially approved three bills to set up a state educational TV system last week.

The Pennsylvania State Senate Education Committee earlier had endorsed the bills.

One bill would authorize the General State Authority to build TV stations in Philadelphia, Pittsburgh, State College and Erie. Channels for educational TV outlets in these cities have been reserved by FCC.

The second bill would empower the Superintendent of Public Instruction to supervise the educational program on a state-wide basis. The third bill would give school boards the same authority, but at the local level.

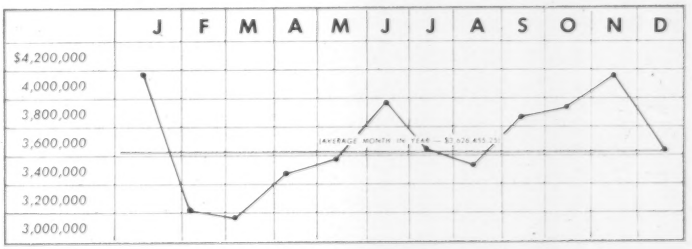
NARBA Delay Seen in Senate

SENATE subcommittee hearing on North American Regional Broadcast Agreement (NARBA), tentatively scheduled for May 4 [B•T, April 20, 13], may have to be postponed to late May or early June. Reason is that Senate Foreign Relations Committee expects to have foreign aid bill before it the first week in May. That information was contained in a letter from Sen. Charles W. Tobey (R-N. H.), chairman of subcommittee, to Clear Channel Broadcasting Service last week.

WOODland! TV

Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.

The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

NEW TV STATIONS SET TARGET PLANS

Some delays in original plans are reported by new stations. Total count of stations operating commercially stands at 168, 60 of them post-thaw, divided 32 vhf, 28 uhf.

NEW postponements in starting dates of television stations have been indicated. None of the stations which a week ago expected to begin operating May 1 met that target date. Others, set April 26, were delayed several days.

As this week begins, there are 168 stations counted as operating commercially. Of these, 60 are post-thaw TV stations, divided into 32 vhf and 28 uhf outlets.

Here is a complete list of all TV stations which were due to begin within the last few days, and are due on the air between now and early summer (arranged chronologically):

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna, at last report began April 29. It was the first Saginaw-Bay City-Midland TV station to go on the air.

(The following six stations did not get on the air as originally planned.)

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, was to have begun last Friday (May 1). It is the first Columbia TV station to go on the air, but will be joined about June 1 by WNOK-TV, uhf Ch. 67.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., affiliated with NBC-TV was to have begun commercial operation last Saturday (May 2). Already on the air in Phoenix: KPHO-TV, vhf Ch. 5 (a pre-freeze station).

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television and affiliated with NBC-TV, was to have begun yesterday (Sunday). It is the first Rockford, Ill., TV station to go on the air.

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC-TV, was to have begun commercial programming yesterday (Sunday). Already on the air in Lubbock: KDUB-TV on vhf Ch. 13.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., affiliated with ABC-TV and NBC-TV, is to begin commercial programming this week. It will be the first Sioux Falls TV station to go on the air.

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV, expects to start soon. It will be the first St. Petersburg-Tampa-Clearwater TV station to go on the air.

Reports from other stations:

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Meeker TV Inc., plans to begin programming between May 15 and June 1. It will be the first Rochester (Minn.) TV station to go on the air.

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc., plans to begin programming sometime this month. It will be the first Roswell TV station to go on the air.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co., plans to begin programming May 15. It will be the first Bellingham (Wash.)-Vancouver-Victoria (B.C.) TV station to go on the air.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four TV networks, plans to begin programming May 15. It will be the first Charleston TV station to go on the air.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co., did not begin programming as planned originally, and now expects to start May 15. It will be the first Lafayette TV station to go on the air.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, did not begin programming as planned originally, and now expects to start between May 15 and May 25. It will be the first Duluth TV station to go on the air.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed TV, plans to begin programming May 15. It will be the first Easton TV station to go on the air.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., plans to begin programming May 15. It will be the first Zanesville TV station to go on the air.

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc., plans to begin programming May 15. It will be the first Elmira TV station to go on the air.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont, plans to begin programming May 15. Already on the air in St. Louis: KSD-TV, vhf Ch. 5 (a pre-freeze station).

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV, plans to begin programming May 22. It will be the first Fargo TV station to go on the air.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV, plans to begin programming May 28. It will be the first Raleigh TV station to go on the air.

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all four TV networks, plans to begin programming approximately June 1. It will be the first Bakersfield TV station to go on the air.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc., plans to begin programming June 1. Already on the air in Pueblo: KDZA-TV, vhf Ch. 3.

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson TV Inc., plans to begin programming June 1. It will be the first Fort Smith TV station to go on the air.

KMJ-TV Fresno, Calif., uhf Ch. 24, represented by the Paul H. Raymer Co., plans to begin programming June 1. It will be the first Fresno TV station to go on the air.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc., plans to begin programming between June 1 and July 1. It will be the first Lake Charles TV station to go on the air.

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., plans to begin programming between June 15 and July 1. It will be the first Hutchinson-Wichita TV station to go on the air.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co., plans to begin programming approximately June 1. It will be the first Waterbury TV station to go on the air.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., plans to begin programming between June 1 and June 15. Already on the air in Buffalo: WBEN-TV vhf Ch. 4 (a pre-freeze station).

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by the Paul H. Raymer Co., affiliated with CBS-TV and DuMont, plans to begin programming June 1. WCOS-TV, uhf Ch. 25, was slated to go on air last Friday (May 1).

WGBI-TV Scranton, Pa., uhf Ch. 22, represented by Blair TV Inc., affiliated with CBS TV, plans to begin programming June 7. WTVU (TV) Scranton, uhf Ch. 73, plans to start June 1. Station is represented by The Bolling Co.

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV Inc., affiliated with NBC-TV, plans to begin programming sometime in early June. It will be the first Boise TV station to go on the air.

WMTV (TV) Madison, Wis., uhf Ch. 33, rep-

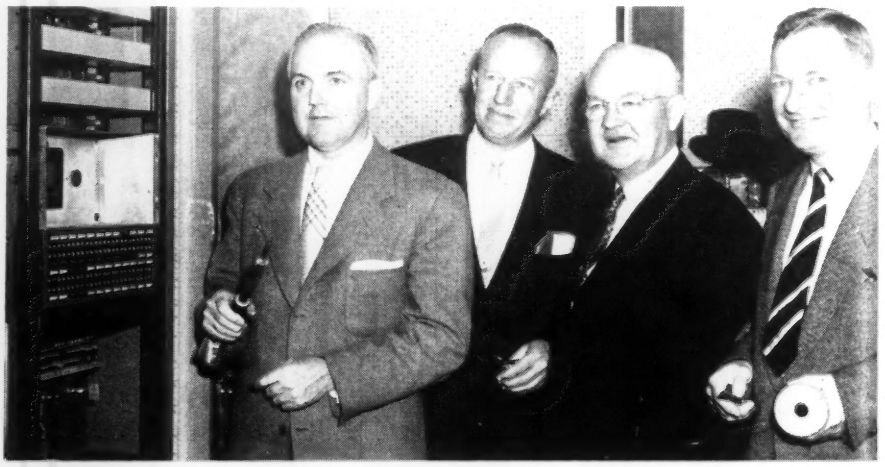
KFAC in New Studios; No Loss of Air Time

WITH no loss of air time, KFAC Los Angeles completed its recent move to new studios and offices at 5773 Wilshire Blvd. in Prudential Square. Climax of the dedication ceremonies was soldering of the last 10,000 feet of wire by Mayor Fletcher Bowron and Harry Volk, vice president of Prudential Insurance Co.

KFAC has been known as "The Music Station" since 1940 when popular music and routine programming put it on a paying basis, enabling it to concentrate completely on classical and semi-classical selections. It began operations in 1932.

Two studios and control rooms feature all new equipment built by engineer Glenn Bronner under supervision of Chief Engineer Ron Oakley. The library contains 36,000 records for the 24-hour musical operation, reports Calvin J. Smith, president and general manager.

* * *



NEW KFAC Los Angeles studios were opened officially with soldering of final wires by (l to r) Harry Volk, vice president, Prudential Insurance Co. of America, Los Angeles; Richard Terkel, president, Miracle Mile Assn. (merchants' group); Mayor Fletcher Bowron, and Calvin J. Smith, KFAC president-general manager.

resented by The Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont, plans to begin programming June 21. It will be the first Madison station to go on the air.

KUHT (TV) Houston, Tex., noncommercial educational permittee on vhf Ch. 8, planned to begin programming today (Monday).

KUSC-TV Los Angeles, noncommercial educational permittee on uhf Ch. 28, is expected to go on the air this month.

• KTVE (TV) Longview, Tex., uhf Ch. 32, will go on the air July 20, William M. Morrow, station's commercial manager, advised B•T. National representative is Forjoe & Co.

• KFEQ-TV St. Joseph, Mo., vhf Ch. 2, reported that its RCA transmitter is due late this month, and that all the other equipment is in storage in St. Joseph. All the concrete piers for the base of the 750-ft. tower have been completed. Lehigh Steel, it was reported, has the contract for the tower. The station's target date is July. KFEQ-TV, represented by Headley-Reed, will be a CBS-TV affiliate.

• WMAZ-TV Macon-Warner Robins, Ga., started general construction on its transmitter building, tower and studios last week, George P. Rankin, president and chief engineer, reported.

Target date for commercial operation of the Georgia station has been set for Sept. 27, with test patterns on the air in late August. WMAZ-TV, primary CBS-TV affiliate and secondary DuMont affiliate, is represented by The Katz Agency.

WMT-TV Sets Sept. 27

• WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 grantee [B•T, April 13], has tentatively set Sept. 27 as its opening date. The station's building and antenna will be on a ten-acre site on the northeast side of Cedar Rapids.

The tower, 600 ft. high, will be topped with a 102-ft. antenna. The station will operate with maximum power of 100 kw visual. WMT-TV is a CBS-TV affiliate and is represented by The Katz Agency.

• WLOK-TV Lima, Ohio, uhf Ch. 73, ended its first week of commercial telecasting with its first simulcast with WLOK (AM). The simulcast featured all 53 candidates running for nomination in the Lima primary election to be held this month.

• DuMont signed its first West Coast contract for a 5 kw uhf transmitter with Sheldon Anderson of KAFY-TV Bakersfield and KCOK-TV Fresno-Tulare during the NARTB convention last week.

The contract also covered complete studio equipment, cameras and two film scanners of the DuMont line.

• L. T. Matthews, general manager of the Sparton Broadcasting Co., permittee of a vhf Ch. 13 station in Cadillac, Mich., has pointed out that there has been confusion regarding the relationship of the Sparton Broadcasting Co. to The Sparks-Withington Co., home office of which is in Jackson, Mich.

Mr. Matthews, explaining that the vhf Ch. 13 construction permit specified an effective radiated power of 302 kw visual, said legal counsel for the Sparton Broadcasting Co. is Scharfeld, Jones & Baron, Washington. Counsel to The Sparks-Withington Co., parent company of Sparton Broadcasting, is Henderson, Quail, Schneider & Peirce, Cleveland. Engineer for Sparton Broadcasting is Allen W. Dau-

Advertisement

From where I sit *by* Joe Marsh

A New Angle for Anglers

The Rod and Gun Club met the other night and the chief topic under discussion was what kind of fishing prizes to award this year.

"Squint" Miller got the floor and pulled a surprise. He said, "Aren't we awarding prizes to the wrong people? We really ought to give some kind of prizes to the farmers who let us fish on their property!"

Well, that *really* caused a lot of comment and finally "Easy" Peterson got up: "I make a motion when prizes are awarded to members, twice that prize go to the farmer on whose land the fish was caught!" The motion was passed—unanimously.

From where I sit it's a good illustration of how people learn to "think of the other fellow." Fishermen and farmers, Democrats and Republicans, soda-pop fanciers, and those who prefer a temperate glass of beer—we all have to think of each other. Thoughtfulness and tolerance are "prizes" all Americans should cherish!

Joe Marsh

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bendick, who also is technical director of Sparton Broadcasting.

President of both Sparton Broadcasting and The Sparks-Withington Co. is John J. Smith. Harold M. Johnston, secretary-treasurer of Sparton Broadcasting, is treasurer of The Sparks-Withington Co.

Noting that The Sparks-Withington Co. has been referred to as a cabinet manufacturing firm, Mr. Matthews emphasized that The Sparks-Withington Radio-Television Div., Jackson, Mich., has manufactured Sparton radios since 1926 and Sparton TV sets since 1938. Its Sparton Automotive Div., also in Jackson, manufactures Sparton horns and automotive safety equipment. Its wholly-owned subsidiary, the Steger Furniture Manufacturing Co., Steger, Ill., manufactures radio and TV set cabinets, both for Sparton Radio-Television and for others. Another wholly-owned subsidiary, Sparton of Canada Ltd., London, Ont., manufactures Sparton radios and TV sets for Canada and also manufactures metal kitchen cabinets and is the franchised manufacturer and distributor for Canada of Columbia Recordings.

• WCOV-TV Montgomery, Ala., uhf Ch. 20 outlet which began commercial programming April 22, is operating from 4:40 to 10:30 p.m. daily.

Hugh Smith, WCOV-TV general manager, told B•T that the station, affiliated with all four television networks, is getting "solid fifty-mile coverage." National representative is O. L. Taylor Co.

• The *St. Petersburg* (Fla.) *Independent* recently published a special 28-page television guide carrying stories and pictures about municipally-owned WSUN-TV St. Petersburg, uhf Ch. 38, which was scheduled to begin programming last Friday.

• The *North St. Louis Community News*, in a 16-page television supplement, featured WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54 outlet scheduled to start May 15. Supplement was devoted primarily to objective stories and articles about television, particularly uhf.

Allegheny Names Wiig To Vice Presidency

GUNNAR O. WIIG, managing director of the Gannett Radio Group, July 1 will become executive vice president of the Allegheny Broadcasting Corp., owner of KQV Pittsburgh and applicant for vhf Ch. 4, Earl F. Reed, Allegheny president, announced Thursday. KQV will become an affiliate of CBS Radio on June 15.

Mr. Wiig

Mr. Wiig for 26 years has been associated with WHEC Rochester, headquarters of the Gannett stations, which also include WENY Elmira, N. Y.; WHDL Olean, N. Y. (minority); WTHT Hartford and WDAN Danville, Ill. He joined WHEC in 1927 as a continuity and publicity writer.

In 1928 he became program director of WHEC and in 1930 was named general manager of the station. After Gannett Newspapers acquired ownership of WHEC, Mr. Wiig was made assistant treasurer in 1938 and in 1944 became first chairman of the Gannett radio board. In 1951 he was named manager-director of the five-station Gannett Radio Group.

Jones Succeeds Surrick As V.P.-Gen. Mgr. of WFBR

ROBERT B. JONES JR., vice president and general manager of KRMG Tulsa, has been appointed vice president-general manager of WFBR Baltimore effective July 1. He succeeds John E. Surrick, who resigned that position and a directorship in WFBR effective last Friday.

Frank S. Lane, KRMG station and sales manager, will succeed Mr. Jones as general manager at Tulsa. A veteran of 28 years in radio, he joined KRMG as sales manager in December 1949 before the station began operations.

Mr. Surrick, immediate past president of the Maryland & D. C. Radio & Television Broadcasters Assn., says he is not prepared to announce his future plans but that he will remain in the broadcasting field.

KRLD-TV Dallas Boosts Power to Maximum 100 kw

TELECASTING with maximum allowable power was begun yesterday (Sunday) by KRLD-TV Dallas-Fort Worth. The vhf Ch. 4 outlet now is operating with 100 kw visual, more than three and a half times the former power and the maximum allowed by FCC in the vhf low-band (channels 2 through 6), Clyde W. Rembert, president and managing director, has announced.

Roy M. Flynn, manager of KRLD-TV, said the station would have been on the air sooner with its increased power but that delays in the manufacture and delivery of new equipment postponed the power boost.

KRLD-TV began operations Dec. 1, 1949, with an effective radiated power of 15.1 kw visual. Later, it was increased to 27.3 kw visual ERP. The outlet is owned by the *Dallas Times Herald*.

WOR-TV Plans June 1 Move to Empire State Bldg.

WOR-TV New York's target date is June 1 for transfer of its transmitting site from North Bergen, N. J., to New York's Empire State Bldg. The station has FCC permission for the move, where it will join WNBT (TV), WABC-TV, WCBS-TV, WABD (TV) and WPIX (TV). WATV (TV) Newark also will move to this site at a later date.

WOR-TV will increase its radiated power from 88 kw visual, 44 kw aural to 130 kw visual, 65 kw aural, while raising its antenna height from 973 feet to 1,240 feet above the surrounding terrain. Standard Electronics transmitting equipment now is being installed at the Empire State Bldg., a WOR-TV spokesman said.

Butcher's Hartford Interest

HARRY C. BUTCHER, former CBS executive, now owner of KIST Santa Barbara, Calif., and 14% owner of KEYT (TV) there, has joined the principals of Hartford Telecasting Co. Inc., applicant for vhf Ch. 3 in the Connecticut city. Mr. Butcher is a vice president and director of the company. Amount of his stock interest was not available last week. Other principals are Clifford S. Strike, Charles F. Gannon and Francis J. McClean. Amended application is due to be filed with FCC tomorrow (Tuesday). Competing with Hartford Telecasting for Ch. 3 are WDRC and WTIC, both Hartford.

Three Vice Presidents Named by KSL Radio, TV

THREE new vice presidents for KSL Salt Lake City radio and TV divisions have been announced by Ivor Sharp, executive vice president of Radio Service Corp. of Utah, which owns the audio-video outlets. They are: Eugene M. Halliday, vice president in charge of radio; D. Lennox Murdoch, vice president in charge of television, and Dr. Carl J. Christensen, vice president in charge of engineering and development.

In other appointments announced by RSC, Benjamin H. Hollingworth was named assistant secretary and treasurer, Richard L. Evans was appointed to the board of directors, and Vincent Clayton became chief engineer for both radio and TV.

Mr. Halliday has been associated with RSC since 1934, and for the past 18 months has been manager of KSL radio. He became manager of KID Idaho Falls, Idaho, in which RSC held an interest in 1946. Mr. Halliday returned to Salt Lake City in 1950 as sales manager of KSL-TV, a job he held until taking the managership of KSL radio in December, 1951. He will continue in that capacity in addition to his vice presidential duties.

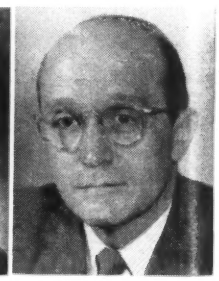
Mr. Halliday

Mr. Murdoch has been with KSL for 22 years, starting as an announcer and going on to work as continuity editor, production manager, sales manager, and director of station relations, FM development, and TV operations. He continues as manager of KSL-TV.

Dr. Christensen is a former dean of the College of Mines and Mineral Industries at the U. of Utah. He began his electronics and communications work in 1927, and was associated with Philo T. Farnsworth at the Crocker Research Laboratory in San Francisco. He later was a research engineer at Bell Telephone Labs. in New York.

Mr. Hollingworth joined KSL radio in 1939 as an accountant. He also has been secretary-treasurer of KSUB Cedar City, Utah. Mr. Evans is known nationally as creator and commentator of *The Spoken Word* on the CBS Radio Salt Lake Tabernacle Choir broadcasts. He is now a director of the David W. Evans Advertising Agency in Salt Lake City.

Dr. Christensen



Mr. Murdoch

NCAA Will Pick Network Or Sponsor for '53 Football

Proposals, submitted by networks and advertisers, for telecasting college football games next fall to be considered by NCAA's TV committee May 11.

NATIONAL Collegiate Athletic Assn.'s 1953 television committee will meet in New York May 11 to examine proposals submitted by networks and sponsors for telecasting collegiate football games next fall within the framework of NCAA's 1953 program.

The committee announced last Tuesday a plan that will offer viewers a slight increase in the number of games on network TV next fall over 1952. It has been submitted for approval to member universities and colleges, and balloting results are expected to be announced Wednesday, according to TV director Asa S. Bushnell.

Mr. Bushnell told B•T last week that the TV committee will consider all network and sponsor recommendations. He said either a network or a sponsor will be chosen, pointing out that it was NBC-TV in 1952 and Westinghouse Corp. in 1951. The selected business organization, he said, will be permitted to work out other arrangements, subject to NCAA approval. Announcement of the network or sponsor will be made later, Mr. Bushnell added.

In deciding upon a network or sponsor to represent NCAA, Mr. Bushnell said, strong consideration will be given the promotional and publicity effort that will be at NCAA's disposal.

The 1953 plan, which was announced in Kansas City by Walter Byers, NCAA director, calls for 13 dates—12 Saturdays plus Thanksgiving. This amounts to one more than last year. Another point of difference is the introduction of a "panorama experiment," whereby "two or three" of the dates will be devoted to telecasting portions of widely separated games all in one afternoon.

Other salient features of the 1953 program, which needs a two-thirds vote of membership for approval, are:

- On the 10 or 11 full-game programs, at least one of the games shall originate in each of the eight NCAA geographical districts and no more than two shall originate from any one district.
- No member shall appear on network television more than once. Preference will be given to colleges which did not participate in network TV in 1952.
- Small college games may be telecast on a local basis and sell-out games may be carried locally on TV with NCAA approval. (Some 40 such games were telecast last year.)
- Games played on dates other than Saturday afternoon are affected only to the extent that the one network appearance rule shall apply and permission must be obtained for telecasting such games.

Although no dates are fixed, an NCAA spokesman indicated the program will begin Sept. 19 and continue through Dec. 5. NCAA restrictions do not cover post-season competition, such as the bowl games, which may be negotiated on an individual basis.

The 1953 television committee is headed by Robert J. Kane, athletic director of Cornell U. Messrs. Byers and Bushnell, TV program directors, are ex-officio committee members.

professional tape recorder

Specially designed to lighten all your remote work, the Voyager is a professional portable recorder and amplifier all in one case. You'll find that this newest member of the famous Magnecord family is sturdy, rugged, and reliable—always producing perfect recordings.

companion to the magnecorder

The Voyager is the same tape recording unit that radio engineers prefer 3 to 1 for broadcasting, hinged back to back with its own amplifier. Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has a bridging input and one low impedance mike input; 600-ohm balanced output. Two-speed (7½" and 15") equalization and headphone monitor jack on front. Automatic tape lifter optional.

For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-5
Chicago 10, Illinois

KRBC Abilene
5,000 Watts Day—1,000 Night

KGKL San Angelo
5,000 Watts Day—1,000 Night

KBST Big Spring
250 Watts

KTRN Wichita Falls
5,000 Watts Day—1,000 Night

CONTRACT 1 BILLING
For all Four

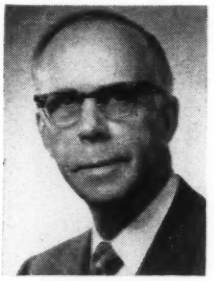
See Discounted Rates Under

West Texas Packaged Stations

OR CONTACT THE
John E. Pearson Co.

WILD Increases Power To 10 kw Day, 1 kw Night

WILD Birmingham switched its operation to 10 kw day, 1 kw night on 850 kc at noon last Monday, General Manager Don D. Campbell reported last week. The station previously had been on 1490 kc with 250 w.


Mr. Campbell

The changeover was promoted by WILD, a Mutual outlet, with billboards, newspaper ads, trolley-bus cards, trade paper ads, road signs, movie trailers, direct mail and novelty items. First broadcast on the new power and frequency was *Game of the Day*, which that day carried a Birmingham Barons contest.

New Blair Presentations

NEW TYPE radio program presentation forms, illustrated and in color, were placed in use fortnight ago by John Blair & Co., national representative of radio stations, according to Wells H. Barnett, manager of the Blair sales development department.

The new forms, which cover six different program types, are designed for salesmen to provide agencies with quick and accurate data on local programs on Blair-represented stations. An estimated 225 individual programs will be covered in the presentations, Mr. Barnett said.

REPRESENTATIVE SHORTS

WORL Boston appoints Headley-Reed, N. Y., as national representative.

George W. Clark Inc. appointed national sales representative for WTVP (TV) Decatur, Ill.

CHLO St. Thomas, appoints Stephens & Towndrow as representatives for Toronto area.

KXLR Little Rock appoints William G. Rambeau Co., Chicago, as nation representative.

WCOV-TV Montgomery, Ala., appoints O. L. Taylor Co., N. Y., as national representative.

WEAS Decatur, Ga., **WJIV** Savannah, Ga., **WGOV-AM-TV** Valdosta, Ga., and **KWEM** West Memphis, Ark., appoint Stars National Inc., N.Y., as national representative.

KCOK-TV Tulare, Calif. appoints Forjoe & Co. as national representative.

KTVH Hutchinson, Kan., appoints H-R Representatives as national representative.

WPOR Portland, Me., appoints Richard O'Connell, N. Y., as national representative.

KVI Seattle names H-R Representatives as station representative.

New 3-D Color Movie To Be Demonstrated Soon

SOON to be demonstrated is a new system of tri-dimensional color motion pictures, developed by R. E. Shensted of Marshalltown, Iowa.

The new system, called Stereocolor, was hailed by Col. B. J. Palmer, Iowa broadcaster and one of Mr. Shensted's financial backers, as one of the answers to help the movies "combat the invasion of TV which is closing hundreds of movie theatres today." Col. Palmer said the tri-dimensional color system also had application to television.

"As startling and as impossible as it seems, we produce 3-D and a full range of colors with one black and white film," Col. Palmer said. He said these economies would permit saving of millions of dollars to producers and theatre managers.

Stereocolor also includes a special feature respecting illumination, it was reported.

Stereocolor requires only one film and the single negative is printed on a positive in regular black and white method of processing. Colors used in Stereocolor always carry 100% of saturation, it was said.

Fact that other 3-D systems require additional projectors and equipment and Stereocolor does not, should add to its savings for theatre owners, the report stated.

Four patents have been issued on Mr. Shensted's research and more are being applied for.

Col. Palmer is the principal owner of WHO-AM-FM Des Moines, WOC-AM-FM-TV Davenport, and owns 25% each of KMA Shenandoah and KMTV (TV) Omaha.

Stromberg-Carlson Election

RE-ELECTION of the following officers and directors was announced after the annual stockholders meeting of Stromberg-Carlson Co., Rochester, N. Y.:

Robert C. Tait, president; Gordon G. Hoit, vice president, finance; William Fay, vice president and general manager, broadcasting division; Sidney R. Curtis, vice president in charge of government contracts; Arthur F. Gibson, general manager, telephone division; Clifford J. Hunt, general manager, radio-television division; Anthony G. Schifino, general manager, sound equipment division; Edwin C. Roworth, corporate secretary; Wilbur W. Hetzel, treasurer; Daniel G. Schuman, controller; George E. Eyer, assistant secretary and manager, industrial relations; Charles W. Pritchard, assistant treasurer; Theodore L. Bowes, assistant secretary and manager, patent department; and George C. Gordon, assistant secretary.

Re-elected directors are Wesley M. Angle, Frank E. Devans, William Fay, Bernard E. Finucane, Myron J. Hayes, Gordon G. Hoit, Thomas L. Lee, Ray H. Manson, Lee McCanne, Frank W. Moffett, Robert C. Tait, and George L. Todd.

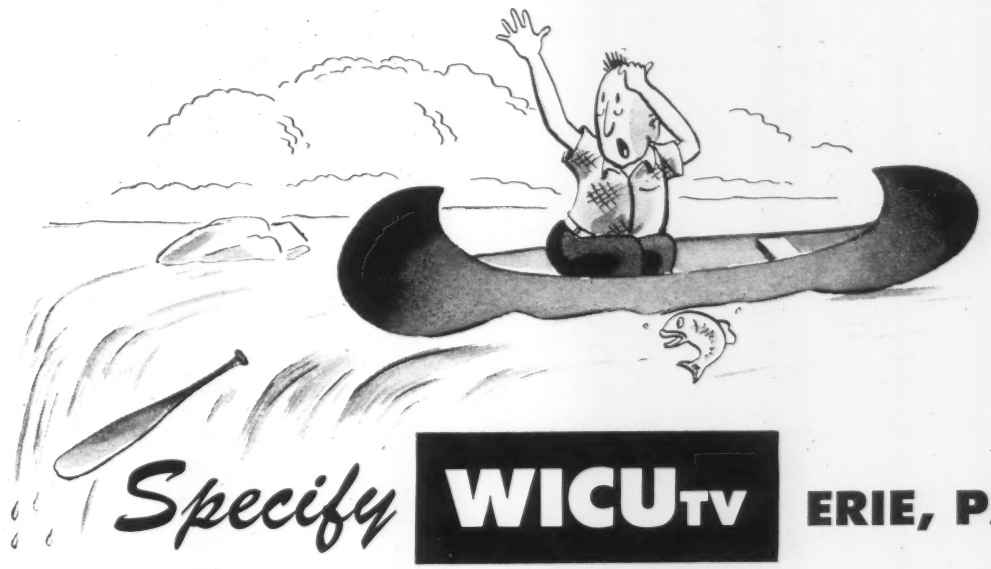
Plamondon Loses Fight For Stockholder Proxies

A. D. PLAMONDON Jr., president of RTMA and former president of Indiana Steel Products Co., Valparaiso, Ind., is reported considering court proceedings against the majority faction of the steel firm's board of directors. By winning the greater number of proxies during a stockholders' meeting held last week, the management candidates were re-elected, along with two vice presidents of the steel company. Mr. Plamondon and Fred M. Gillies, vice president of Acme Steel Co., Chicago, were unsuccessful in their efforts to stay on the board.

BROADCASTING
TELECASTING

features

DON'T BE UP THE CREEK
WITHOUT A PADDLE...



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TO DO THE JOB FOR YOU

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ERIE, PA.—THE ERIE DISPATCH
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MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

Starting a campaign in Erie, one of the nation's top test markets? Don't be sorry—Plan now to use WICU-TV, Channel 12, the ONLY TV station in the area. Let it carry your messages to the thousands of viewers in the rich North Western Pennsylvania, Eastern Ohio, and Western New York market.

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

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XUM

There is a **REASON**

Advertisers stay year after year with KTLA

of all advertisers . . . .

62% were on KTLA 1 year ago
54% were on KTLA 2 years ago
39% were on KTLA 3 years ago

RESULTS all the way
That's Why They Stay

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KTLA Paramount Television Productions Inc.

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KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

features

- A detailed study directed by NARTB establishes principles of profitable radio station operations. It's the most complete investigation yet made to find out what makes profitable stations profitable. Page 86.

- Picture page: B•T golf tournament. Page 92.

A radio success story:

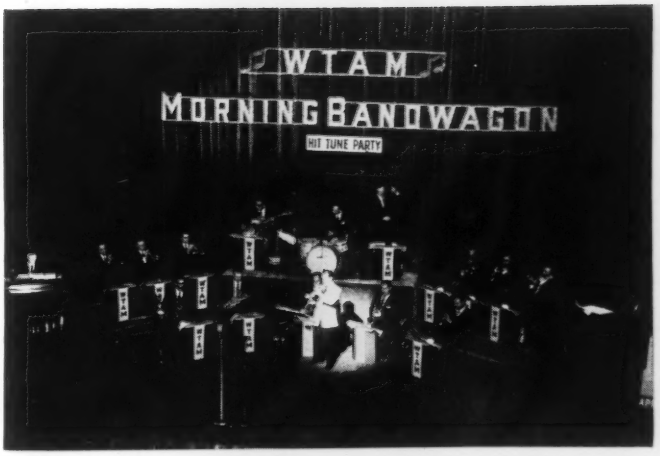
BIG, LIVE SHOW ATTRACTS MORNING AUDIENCE

MORNING radio listening in the Cleveland area needed a potent shot in the arm to revive it when Hamilton Shea took over as general manager at WTAM Cleveland last year. A sales check revealed that his station's 7-9 a.m. portion, following a conventional programming pattern, had never been sold out. In a further breakdown, 7-8 a.m. listenership was considered fair; the 8-8:30 a.m. less than fair, and the 8:30-9 a.m. slot consisted of two 15-minute programs which have either been moved off the station or re-scheduled at a later time.

Rating-wise, the above-mentioned data placed WTAM 3d in listenership—a poor standing for a 50 kw clear channel outlet. If the picture were to change, some drastic revisions were in the offing. Mr. Shea was convinced he had the solution in a program idea new to Cleveland and different enough to make friends and influence people.

The solution: a big, live show in a time period that seldom accommodates any kind of programming but disc jockeys. The pay-off: higher ratings and more sponsors.

The first step in winning back an audience, which had noticeably drifted elsewhere, was to completely revamp the morning schedule. From 7-9 a.m., Mr. Shea programmed *Morning Bandwagon*, a new live show featuring 17 musicians, two vocalists and a singing pianist, Johnny Andrews, as m.c. Henry "Hot Lips" Levine, whose trumpet playing has gained him national popularity, was engaged to lead the WTAM "Clevelandaires." To suit the varied taste of radio listeners, the orchestra was divided and subdivided into groups, each specializing in a particular music style. Unique solos, such as a trombone trio's rendition of a popular ballad, are the rule rather than the exception on *Morning Bandwagon*. In producing the new show, Mr. Shea avoided the ordinary and concentrated on the unusual. His conviction that imaginative, well-planned radio broadcasting will hold its own in any market has become a reality at WTAM.



DESPITE appearances, this isn't a major nighttime production. It's a morning show broadcast across the board by WTAM Cleveland. A big, live band and live vocalists are paying off commercially.

The station's 7-9 a.m. story isn't the sad one it was last year before *Morning Bandwagon* went on the air. The show, boasting a waiting list, is sold out to 38 sponsors. Two months after the program began, ratings showed that no other station headed WTAM in the time period which the show occupied. After seven months, spots, which sold for $39, were raised to $50, a tribute to the show's pulling-power. *Morning Bandwagon's* effectiveness was further established at a recent annual awards luncheon of AFTRA in Cleveland when it walked off with more "best" awards than any other production in the city.

HOW TO INCREASE

WHY is a profitable AM station profitable?

Answer: it has prestige, adequate capital and management know-how, the latter the prime ingredient.

Know-how is not an occult gift. It can be described and applied by alert and imaginative managers everywhere.

This report is intended to translate that know-how into understandable terms. The advice here can be followed by the management of any station.

A good place to begin is to describe how the management of a station may find out whether it is getting its proper share of local advertising and may set local dollar sales objectives.

This may be done by buying, for the state where the station is located, from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., the (1) "U. S. Census of Business, 1948—Retail Trade" and (2) "U. S. Census of Business, 1948—Service Trades." These bulletins list retail stores and service trades for the metropolitan area or county, giving the number in each classification and the 1948 sales for each class.

After sales for each category are listed, then to each dollar sales figure the 1949 Treasury Department Study of Advertising Expenditures (see Table 1 next column) is applied, by type of retail and service operation, showing the percentage relationship between sales and advertising expenditures.

The total local advertising figure is projectable to 1952 by use of the McCann-Erickson Annual Studies of Dollar Advertising Volume which appear in *Printers' Ink* magazine. This study contains a figure showing the growth each year in local advertising. These growths were: In 1949—6.7%, 1950—7.9%, 1951—12.5% and 1952—12.3%.

To the 1948 all-media local advertising dollar expenditures estimated by the station operator should be applied 6.7% to determine the dollar amount to be added to the 1948 figure, then 7.9% to the new 1949 figure, and so on until arrival at the estimate for 1952.

The resulting figure represents overall local advertising expenditures for all local media. In multiple-station markets, radio's share of this has ranged from 5% to 25%, depending upon how well radio has sold itself locally. In 1951 on a national average basis local radio in all markets got 11% of local advertising money, and for 1952, 10.4%.

If a station is the only one in its market selling time to local merchants, it can figure easily what its own share has been and thus set its own dollar sales goal. If there is one other competing station in the market, the station manager must depend upon his own estimate of his competitor's share of local advertising. If there are three or more stations in the market, the manager can get total local time sales for the previous calendar year from FCC.

Thus, the current year's all-media advertising dollar potential for the station's market can be the same as last year's—if business in this market is going to be at about the same level this year as last. In other words, the station operator has formed a basis for all-media dollar potential in his market by estimating an expenditure figure for all media in the most recent year.

The station manager now has a means of determining what his market area should or can do in the way of total radio dollar sales. A 15% to 20% figure for radio is not unreasonable for its share of local all-media advertising expenditures and the operator may set his goal by estimating what he can get as his own station's share of this 15-20%.

Table 1

Retail Store Group	* Percent Advertising Expenditure to Sales
Food	.54%
Eating places	.80
General merchandise group, general stores (department stores)	2.45
Apparel	2.78
Furniture, appliances	3.31
Automotive and gasoline service stations	1.07
Lumber, building and hardware	.71
Drug and proprietary	1.37
Other retail stores	1.50
Service Trades	*** Percent Advertising Expenditure to Sales**
Personal service	1.60%
Business service	.66
Auto repair and garages	.97
Miscellaneous repair	.80
Hotels and other lodgings	1.65
Amusements	3.07

* 1949 Bureau of Internal Revenue study.

Some of the limiting factors: All other media competition and the amount of time the station operator has unsold. The rates radio gets in the market also will help determine its share.

Although estimation of national advertising expenditures for any market is comparatively simple, it must be remembered that there is no assurance that the national advertiser, through network or spot advertising, either will want or need the particular market in his advertising plans. His product may not be distributed in this market or he may have insufficient money to include this market in his advertising.

In estimating the market's national all-media advertising, the total dollar expenditures for national advertising is taken from the McCann-Erickson Annual Study of Advertising Expenditures. In 1952 this figure was $4,120,900,000. This figure is multiplied by *Sales Management's* Retail Sales Per Cent of U. S. A. for the particular market.

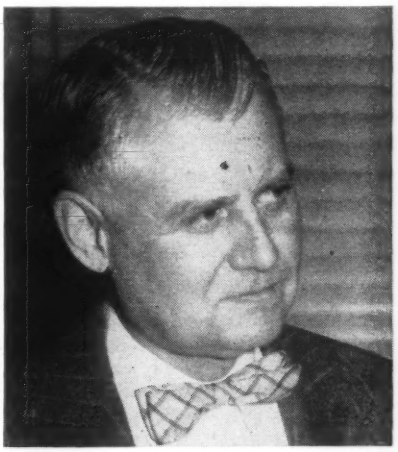
It must be kept in mind the figure obtained by this method is for all-media advertising in the particular market. Taking again the 9.7% figure from the McCann-Erickson study as the amount of total advertising dollars going to radio in 1952, it may be figured that approximately 10% of the all-media figure estimated for this market will go to radio. Of course, this is an average figure for the whole country and there will be variations among markets—particularly since national advertisers do not spread their expenditures to every market.

In radio too, the national advertiser often advertises his products in a particular market through some outside station. Thus, to estimate the share of local stations, the operator must estimate what they lose because of coverage of this market by non-hometown stations.

In the major markets, too, a much greater share of national advertising dollars is spent. For instance, the FCC 1951 financial report says: "More than four out of every

A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations.

YOUR RADIO PROFITS



RICHARD ALLERTON

Richard M. Allerton, manager of the NARTB research department, unveiled at the NARTB convention last Tuesday the results of a painstaking study by Stewart, Dougall & Assoc., New York, into radio management. Objective of the study: To find out what makes profitable AM stations profitable and to set up principles of good management that AM stations everywhere could use. Stewart Dougall & Assoc., a management and market research firm, thoroughly investigated 20 radio stations in five representative markets, two where TV also operated and three without TV. Here, revised for publication, is Mr. Allerton's summary of the findings. Though none of the conclusions is particularly astonishing, the study emphasizes that profit and sound managing—including adherence to recognized ethics and public service standards—go hand in hand. A more detailed report on this study will be distributed shortly.

five dollars spent by national and regional advertisers for radio time was spent on stations located in the nation's 168 metropolitan areas. These stations, numbering about 900, received approximately 84% of the payments to stations for network time sales and approximately 85% of the revenues from national spot business."

Thus, the 1,300 stations in approximately 1,000 communities under 50,000 population receive only 16% of payments by national advertisers for network time sales and only 15% of national spot business. This makes apparent the importance of local business to these smaller-market stations.

This method of estimating national advertising potentials would be fairly reliable in the 162 metropolitan markets listed in the J. Walter Thompson Co. publication, "Population and Its Distribution." In markets with city centers of 25,000 to 50,000 the variation in spending by national advertisers would be much more, and below that, in counties at least 50% urbanized, there would be a still greater variation, many of these markets getting little if any of national advertising dollars.

Dollar Revenues Advance

Data from the five-market study shows radio's share of local all-media spending in radio-only markets averaged 15% in 1947, and went to 15.2% by 1951, a slight rise. Since total revenue dollars increased 91% in the five years and local all-media advertising dollar expenditures rose 89%, local radio dollar revenues advanced slightly more percentagewise than did the expenditure.

In markets where radio had TV competition radio's local dollar revenues were 17.4% of all-media local advertising expenditures in 1947 and 9.6% in 1951. Radio's local dollar revenues rose 9.5% and estimated local all-media advertising dollar expenditure increased 98%. Thus these stations, as well as those without TV competition, increased their dollar revenues one-tenth, by doing the things set forth later in this article in the principles of profitable radio station operation.

For stations in radio-only markets, radio's share of the total all-media national advertising expenditures was 8.8% in 1947 and 8.8% in 1951, making a 27% increase in dollar revenue when all-media national dollar expenditures increased by 27%. Thus, radio held its own in these markets.

But radio's share of the national advertising dollar declined 7% in the five-year period, dropping from 9.9% to the total in 1947 to 5.5% in 1951. This is indicative that TV's effect on radio from national advertising was far greater than its effect on local advertising.

The study shows national advertising dollars received by the five most profitable in the five markets stations in 1947 and in 1951. The two stations in TV markets derived $674,000 from national network advertising in 1947, and $548,000 in 1951, a drop of 18.7%. From national spot they received $576,000 in 1947, and $615,000 in 1951, an increase of 6.8%. The three stations in non-TV markets received $442,000 from network advertising in 1947, and $436,000 in 1951, a drop of only 1.4%. But their national spot business went from $437,000 in 1947 to $680,000 in 1951, a rise of 55.6%.

Comparative profits indicate that in radio-only markets profits in dollars (before federal income tax) increased 39% from 1947 to 1951, while revenues increased 58% and expenses increased 64%. Profits in 1947 were 23% of revenue and in 1951, 20%.

In radio-TV markets profits (before Federal income taxes) decreased 34% from 1947 to 1951, revenues increased only 0.25% and expenses increased 7%. Profits in 1947 were 17% of revenue and in 1951, 11%.

But it is interesting to note that TV's full impact did not hit radio revenues and profits in TV markets until 1951. In 1950 radio profits in these markets reached their peak for the five-year period, while this peak was reached in radio-only markets in 1951.

FCC final AM and FM financial data for 1951 were used in finding whether the experience of the entire industry might indicate, by size of market and kind of station operation, the minimum revenue below

which practically all stations operated at a loss.

In unlimited regional station operations, making a profit according to FCC, average expenses in metropolitan area markets with 250,000 to 500,000 population amounted to $247,000 in that year. Expenses of such stations reporting a loss amounted to $189,000. Average revenues of profitable stations were $316,000, or a profit (before Federal income taxes) of 22% of revenues.

Several important questions are raised here:

(1) Does the average expense figure on loss stations cut down on usual expense items which are necessary for profitable operation, or are these expenses more realistic than those of the profitable operations?

(2) On the other hand, are expenses of the profitable operations realistic or do they contain high administrative salary items which could be trimmed under economic pressures and still not adversely affect the business-producing efforts?

Minimum Profit

Assuming that somewhere between one expense average and the other is the reasonable answer, the figure of $233,500 would be the minimum profit a station must make in 250,000-500,000 markets to break even. Thus to make a 10% profit on sales the minimum average revenues in this class must be approximately $260,000.

The thinking just expressed is set up in Tables 2 and 3 (see below), showing estimated average minimum earnings of limited and unlimited radio stations which must be made by regional and local stations before they show profits in the size markets shown.

A comparison of these average figures to the five-market study shows the profitable stations are well exceeding the average figures set up, and the unprofitable stations correlating to a high degree. This adds up to the conclusion that unless a station can step up activities to meet these minimums for its respective size of market, it probably is fighting a lost cause and might as well close up shop.

Going back to the study, it was found that the case histories of the five most profitable stations collectively followed the principles of profitable station operations. These practices are grouped into five headings: Programming, sales, personnel, public service and financial.

Programming

Under programming, station management:

1. Developed and promoted distinctive personalities on live shows, farm and women's programs and disc jockey shows.

2. Improved established shows by adding new talent and features.

3. Strengthened news programming by broadcasting news more frequently, rewriting local and national news, extending local coverage and developing news personalities.

4. Intensified public service programming and participation in community affairs, in several instances adding a public service director.

5. Tended to drop network sustaining programs and to develop local programs, either live or recorded, around key personalities.

6. In counter-programming against TV, placed increased emphasis on local programming of "relaxing" music, news and sports—with low-pressure advertising, particularly for Sundays and evenings.

7. Used more care in choosing music for local programs, selecting types of music to appeal to varying types of audiences.

8. Appraised programming by competing stations to find the most promising areas for exploitation on their own stations.

Sales

1. Concentrated on local business and obtained business from advertisers not previously using radio. The profitable stations show year by year growth in number of accounts.

2. Intensified advertising and promotion, emphasizing: Frequent on-the-air program announcements, sales presentations to acquaint advertisers with specific programs, signs and posters, movie trailers for station promotion, direct mail and personalized letters to advertisers, specialized direct mail activity of various types, audience promotion, trade magazine and newspaper advertising and publicity, use of studios and facilities by local firms and advertisers and station anniversary publicity stunts.

3. Strengthened sales by adding experienced personnel acquainted with the local area and business men.

4. Studied local advertisers' problems to help them with the sales approach, type of program, and time of day for best results in radio.

5. Analyzed accounts representing local market potential and directed sales effort to those previously weak in radio.

6. Developed case histories of successful radio advertisers for local selling.

7. Collected market data on the metropolitan and trading area for sale of national advertising.

8. Increased direct contact between program personalities and local advertisers to sharpen up commercials, associate personalities with products advertised, and reduce vulnerability in the case of lost sales personnel.

9. Improved account service, but relieved salesmen where possible from routine service functions.

10. Provided sales incentive by salary plus commission or bonus compensation.

11. Maintained closer control of sales by requiring call reports and by meetings with salesmen.

12. Provided new sales personnel with intensive indoctrination and training.

13. Worked closely with local accounts after they were sold.

14. Adopted a policy of not overselling a new account.

15. To meet television competition—analyzed local advertisers to determine why they bought TV, how much they spent, and results obtained from television in relation to expenditure. Many later were persuaded to return to radio, or divide appropriations between radio and TV.

16. To meet competition of newspapers—participated in retail surveys to measure the effectiveness of radio versus newspaper advertising in the local market.

17. Increased merchandising activity in giving more sales service to advertisers. Among specific steps: Sent letters to the retail and wholesale trade informing them of a program to be sponsored by a particular product they sell; made personal contacts at the retail level to find the competitive position and retailers' and consumers' opinions on specific clients' products; used car cards

TABLE NO. 2

AVERAGE ESTIMATED REVENUES NEEDED IN LIMITED (Daytime & Part-time) STATION OPERATIONS

Regional Stations (Limited)

Size of Market Metro. Areas	AVERAGE REVENUES To Show Margin Over Average Expenses Of 10%	Of 15%	Of 20%	Of 25%
250,000-500,000	$104,000	$110,000	$117,000	$125,000
100,000-250,000	106,000	112,000	119,000	127,000
50,000-100,000	90,000	95,000	101,000	108,000
Not in Metro. Areas				
25,000-50,000	92,000	98,000	104,000	111,000
10,000-25,000	72,000	77,000	81,000	87,000
5,000-10,000	56,000	59,000	63,000	67,000
Less than 5,000	52,000	55,000	58,000	62,000

Local Stations (Limited)

Metro. Areas				
250,000-500,000	$ 82,000	$ 87,000	$ 92,000	$ 98,000
100,000-250,000	70,000	74,000	78,000	84,000
50,000-100,000	.....	.....	.....	.....
Not in Metro. Areas				
25,000-50,000	.....	.....	.....	.....
10,000-25,000	69,000	73,000	78,000	83,000
5,000-10,000	46,000	49,000	52,000	55,000
Less than 5,000	35,000	37,000	40,000	42,000

TABLE NO. 3

AVERAGE ESTIMATED REVENUES NEEDED IN UNLIMITED STATION OPERATIONS

Regional Stations (Unlimited)

Size of Market Metro. Areas	AVERAGE REVENUES To Show Margin Over Average Expenses Of 10%	Of 15%	Of 20%	Of 25%
250,000-500,000	$260,000	$275,000	$292,000	$312,000
100,000-250,000	212,000	225,000	239,000	255,000
50,000-100,000	164,000	174,000	185,000	197,000
Not in Metro. Areas				
25,000-50,000	146,000	155,000	164,000	175,000
10,000-25,000	114,000	120,000	128,000	136,000
5,000-10,000	124,000	131,000	139,000	148,000
Less than 5,000	81,000	86,000	91,000	97,000

Local Stations (Unlimited)

Metro. Areas				
250,000-500,000	$138,000	$147,000	$156,000	$166,000
100,000-250,000	132,000	139,000	148,000	158,000
50,000-100,000	117,000	123,000	131,000	140,000
Not in Metro. Areas				
25,000-50,000	103,000	109,000	116,000	124,000
10,000-25,000	78,000	82,000	87,000	93,000
5,000-10,000	56,000	60,000	63,000	68,000
Less than 5,000	51,000	55,000	58,000	62,000

XUM

Used by more TV stations

than any other 4 x 5 commercial slide projector

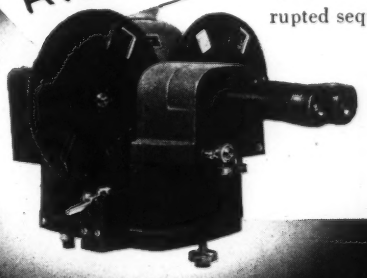
The famous GRAY TELOP I

Makes profits grow – projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

AND NOW...



GRAY 3A TELOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-5

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*

AUDOGRAPH

and window displays to advertise products, station and programs; encouraged retailers to build product displays tied in with window displays promoting the station and program.

Personnel

1. Obtained salesmen with previous experience in radio, advertising or sales with a definite leaning toward sales of intangibles.
2. Rewarded station personnel for suggestions resulting in improved operations.
3. Paid salaries high enough to obtain and hold high-calibre personnel.
4. Used care in selecting and training continuity personnel, recognizing that copy preparation is a key selling function.
5. Brought in younger people with creative ability and gave them time to prove themselves.
6. Familiarized station personnel with problems and practices in other departments.

Public Service

1. Merchandised public service programs to build awareness of the station's interest in the community.
2. Provided staff talent to make public service programs interesting and effective.
3. Gave local groups ideas on raising funds or obtaining constructive action from the public.
4. Adopted selective local service programming to support activities with the widest interest.
5. Encouraged staff members to participate in community affairs as individuals.
6. In one medium market, formed a Radio Council in the community, made up of the program directors of each station, to evaluate requests for support by fund-raising groups.

Financial

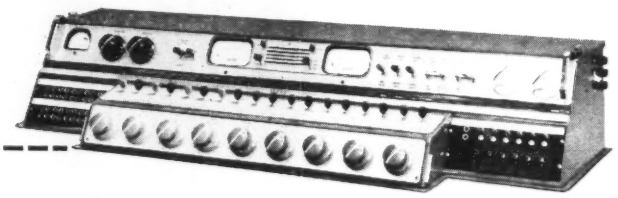
1. Revised rates periodically, considering operating costs, advertisers' cost per listener, and demand for time.
2. Redesigned rate structures with the trend of charging more for daytime radio and less for evening time in TV markets.
3. Maintained closer control over expenses, realizing operating costs have increased faster than revenue.
4. Adopted a philosophy that radio cannot make its product more attractive by cutting prices, and that rate cutting is not the answer to radio or television competition.
5. Helped maintain a firm rate structure locally by not participating in deals and special arrangements which mean rate cutting.

The study attempted to find whether station management budgeted both overall and departmental expenditures for each ensuing year's operations. It found this not the case in the smaller and medium markets in the cities investigated. But the study did find some attempt to determine the probable costs and revenues of new programs being considered.

Although not speaking from factual data obtained in the survey, the NARTB Research Dept. report expressed a belief that budget and fiscal control policies are well established in the largest station operations in the big metropolitan areas. Whether or not this is so, the report indicates a belief that any sound business operation—including radio—should have an overall and departmental

The ultimate in quality control for larger stations

1.



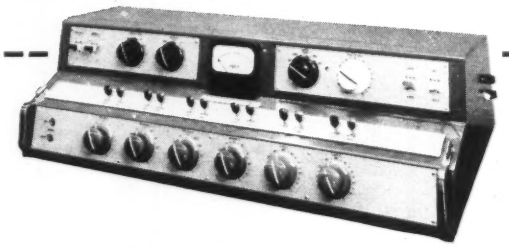
ALTEC MODEL 250A delivers peak performance . . . with an added bonus! Specially designed plug-in preamplifiers, line amplifiers and power supplies add compactness and flexibility. All are accessible for easy service and instant replacement.

This completely self-contained, AC operated unit has nine mixing controls and 18 input channels. Wide range frequency response (± 1 db 20 – 20,000 cycles) . . . with minimum distortion and noise level. Excellent balance – high attenuation of longitudinal currents for all frequencies up to 20,000 cycles. Flush-mounted illuminated VU meters are equipped with cut-off switches and three-position attenuators. No cross-talk . . . no talkback to live mikes.

Choose the right Altec console for the job . . .

AND ORDER IT VIA GRAYBAR

2.



for smaller stations, single studios, recording installations

ALTEC MODEL 230B is carefully engineered to do a top-quality job. This compact unit measures 17"x9⅜"x 36¼"... and features eight low level microphone or turntable inputs . . . and four remote lines of which four microphone or turntable inputs and two remote lines may be mixed simultaneously. The front panel hinges upward to expose all mixing pots, switches and tubes for immediate service. Plug-in power supplies are mounted on the floor of the console. The output channel can be switched to either of two output lines, automatically connecting the control room telephone to the unused line. No program interruption or feedback.

Be sure to get the best in consoles – order your Altec equipment via Graybar. Consult your local Graybar Broadcast Equipment Representative for complete information. ***Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.***

353-15

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6452
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123

A Few of Our Leading Supplier-Manufacturers—Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

budget, and suggests the matter as a possible area of further study in radio station operations.

This is not to say the stations studied are completely lax in cost controls. Good management often had weekly and sometimes daily financial data available. In several instances management's objective was to obtain gross revenues roughly 25-30% above expenses, but the study found in no instance any hurried effort to cut expenditures to maintain this margin. Actually, the margin was a goal rather than an accomplishment.

Radio seems to be unable to obtain more than 20% of the local advertising dollar potential, where there is newspaper competition, and sometimes does not even reach this share of potential. Since there seems to be a ceiling to the gross revenues radio is able to take from a market where there is local daily newspaper and other media competition, it would seem that, in a multi-station market, for example, one and sometimes two stations may make little, if any profit for the owners.

If it is true nearly half of all radio station markets have no local daily newspaper competition, it would seem there is a real opportunity for radio to obtain the lion's share of the local advertising dollar in these markets.

Spot Returns Improve

TV's effect has been primarily on network revenues of stations, with local radio revenues increased in proportion to the effort good management has expended in its local selling and programming. Spot returns also have improved, but not to the same extent as local.

A greater proportionate expenditure in the two combination radio-TV markets studied on programming and sales was reported in 1951 as compared with 1947. In the three radio-only markets in 1951, 12.5% of expenses went into selling, compared to 19% in the radio-TV markets — a seemingly greater sales effort in the TV markets.

Operating figures of radio stations in TV markets clearly demonstrate that radio must adjust to TV competition and this report's principles of profitable station operation show how competent operators met competition from this new medium.

Although intelligent radio station operation can meet TV competition, the study indicates that in some TV markets radio may have to give way to lower revenues and possibly fewer stations.

An increased revenue per employe of $990 was averaged by the stations between 1947 and 1951, but increased expenses during the same period practically offset the per-employe revenue. Revenue per employe for stations making a profit in 1951 ranged from $5,824 to $13,169. The two most profitable stations, one in a radio-TV market and the other in a radio-only market, produced revenues of roughly $13,000 and $12,000, respectively, per employe.

In four of the five markets the one outstandingly profitable station in each had been long established and was an affiliate of one of the two highest revenue-producing networks. The leading station in the fifth market was a new station which had passed an older station in profits, although each was affiliated with one of the two highest revenue-producing networks.

Sales promotional efforts were described by management as among several factors affecting profitable operation, although an exact breakdown on sales expenses was not available in sufficient instances to draw casual relationships between profitable operation and intensity of promotional sales effort.

Radio cannot afford to lower advertising standards to get business, and stations which do so are offending the public, losing public confidence and doing radio great harm, outstanding management believes.

All the stations stood firmly against rate cutting, and management felt "radio cannot make its product more attractive by cutting prices and that rate cutting is not the answer to TV or other station competition," but that this answer, rather, is in the principles of profitable station operation enumerated in this report.

The most profitable station in each market outspends competitors in the program department and spends a smaller ratio to its total in the general and administrative category.

Advertisers in the markets studied took about 18 months to get a true picture of TV costs versus results and in some instances returned to radio. In both TV and non-TV markets, radio stations have increased emphasis on building local business. The emphasis station management places on selling national and regional, or on the other hand, local accounts, depends on the station's power and extent of coverage.

The station operator cannot cut his sound business-getting and business-producing expenses, but he must examine closely each item which does not lead programwise or saleswise to greater business.

Station's Use of Leads

Ordinarily, but not always, a station which leads or is in second position in a multi-station market, uses ratings in selling national and regional advertisers, but for local business, ratings are little used. Although there is a widespread belief ratings are needed in selling national accounts, there are some instances of long-established, profitable stations not using ratings at all.

Radio stations were highly profitable businesses after World War II, perhaps in many cases too profitable for their future good, the report indicates from other studies. Radio stations increased vastly (roughly 150%), advertisers flocked to radio and it was easy to sell time and make money. Magazines and newspapers made money too, but not at the pace radio set until about 1944. Faced with rising costs, magazines and newspapers increased their rates as costs mounted and since then have done proportionately better profitwise than radio.

Now confronted with increasing competition from TV, radio must realize its own strength as an advertising medium, must sell and resell itself at local, spot and national advertising levels. The drive must not be primarily against television, but for radio against all other media.

To be profitable, stations must put into effect the principles enumerated above and management must give fulltime supervision to see that the principles are continually used.

B•T's Golf Tourney Winners: Aston and Jarema

Californian and New Yorker come in with low gross and net scores to take silver cups in annual golf tournament opening NARTB convention.

DISCUSSING scores are (seated, l to r) Grover Cobb, KVGB Big Bend, Kan.; Bob Ferguson, WTRF-TV Wheeling; Andy Jarema, WKOP Binghamton, N. Y. (low net winner), and Ben Strouse, WWDC Washington; standing, Ralph Yambert, Yambert-Prochnow Inc., Beverly Hills; Bob Reynolds, KMPC Hollywood; Hugh Terry, KLZ Denver; Ken Brown, KWFT Wichita Falls, and Joe Bernard, KOMA Oklahoma City.

DESPITE a low smog and light rain which Southern Californians explained away as a fog blown down from San Francisco, 56 radio and television divot diggers competed at Wilshire Country Club, Los Angeles, last Monday in the 19th annual BROADCASTING • TELECASTING-NARTB golf tournament which kicked off convention activities.

When final scores were tabulated, Sil Aston, KMBY Monterery, Calif., and Andy Jarema, WKOP Binghamton, N. Y., were the low gross and low net winners, respectively.

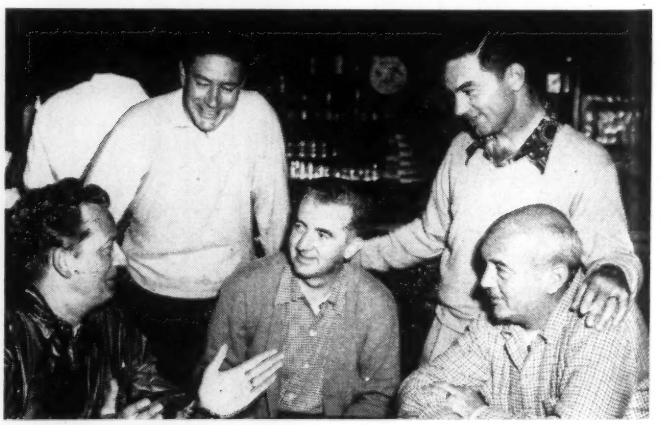
Mr. Aston, who also won the NARTB tournament in Chicago in 1949, shot a remarkable 76 for low gross honors to win one of the silver trophies donated by BROADCASTING • TELECASTING. Mr. Jarema won low net in the blind bogey tournament with a gross 89 aided by a 27 handicap for a 62 tally. He was presented a silver cup by B•T.

Second low gross honors were won by Joe Bernard of KOMA Oklahoma City, with a 79 while Ken Brown, KWFT Wichita Falls,

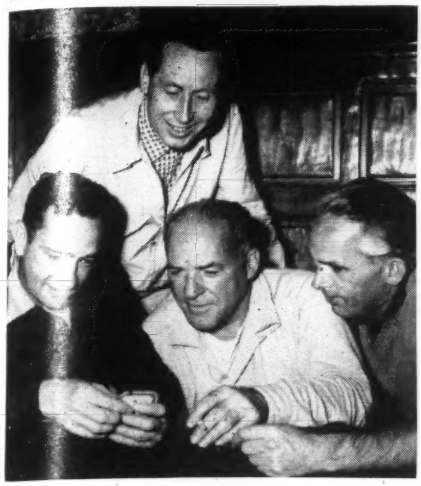
ENJOYING the 19th hole humor of genial Bob Milliken, J. Walter Thompson Co. (r) are (l to r) Paul Munroe, Mid-Continent Television, Wichita; Howard Schellenberg Jr. of Haley & Doty, Washington attorneys, and Frank King, ABC-TV Hollywood.

ANDY RING, Washington consulting engineer, explains 3-D golf ball to (l to r) Walter Brown, WORD Spartanburg, S. C., F. E. Fitzsimonds, KFYR Bismarck and (standing) Paul Hancock, NBC, New York.

ATTENTION is with Lou Frost, NBC Hollywood, as he gives his version to (l to r) Frank (Bud) Berend, also NBC Hollywood; Neil Reagan, McCann-Erickson, Hollywood, and Frank Pittman, Needham, Louis & Brorby, Hollywood.



EXPLAINING away a missed putt is Don Fedderson (l), KLAC-AM-TV Hollywood, who relates the story to (seated, l to r) Dick Moore, KTTV (TV) Hollywood; George Whitney, KHJ-TV Hollywood; (standing, l to r) Maury Gresham, Peerless Television Productions, and Larry Buskett, KLAC-AM sales manager.



TOTALLING their blind bogey handicaps are (l to r) Frank Gaither, WSB Atlanta; Earl Smith, Edward Petry & Co., San Francisco; Dresser Dahlstead, ABC Radio, Hollywood, and Riley Jackson, Cecil & Presbrey, Hollywood.

was one stroke behind with an 80.

Bob Ferguson of WTRF-TV Wheeling and Howard Schellenberg, Jr., of Haley, Doty Inc., Washington attorneys, each had net 64's to tie for runnerup honors to Mr. Jarema.

The tourney scores:

	Gross	Handicap	Net
Aston, Sil—KMBY Monterey	76	6	70
Beeson, Sterling—Headley-Reed, N. Y.	111	30	81
Berend, Frank—NBC, Los Angeles	79	9	70
Boice, Hugh—WEMP, Milwaukee	94	18	76
Bowers, Hayes—Hixson & Jorgensen Inc., Los Angeles	86	18	68
Brown, Ken—KWFT, Wichita Falls	80	10	70
Brown, Walter J.—WORD Spartanburg	102	27	75
Burow, Bob—WDAN Danville	95	21	74
Burke, Harry—KFAB Omaha	103	30	73
Buskett, Larry—KLAC Los Angeles	101	30	71
Caley, Charles—WMBD Peoria	88	18	70
Carey, John—WIND Chicago	98	27	71
Cobb, Grover—KVGB Great Bend, Kan.	103	30	73
Dalstead, Dresser—ABC, Hollywood	92	21	71
Ferguson, Bob—WTRF-TV Wheeling	94	30	64
Fedderson, Don—KLAC Los Angeles	97	30	67
Fitzpatrick, H.—WSLS Roanoke	95	24	71
Fitzsimonds, F. E.—KFYR Bismarck	110	30	80
Gaither, Frank—WSB Atlanta	99	30	69
Gresham, Maury—Peerless TV Productions	100	30	70
Gudelman, Art—Barton A. Stebbins, Inc.			
Hancock, Paul—NBC, N. Y.	89	18	71
Hopkinson, John—Dwight Associates, Chicago	112	30	82
Hosking, Cliff—Hixson & Jorgensen Inc., Los Angeles	97	30	67
Jackson, Riley—Cecil & Presby, Los Angeles	103	30	73
Jarema, Andy—WKOP Binghamton	89	27	62
Kelly, Ewing—KCRA Sacramento	95	21	74
King, Frank—ABC, Los Angeles	118	30	88
McCoy, Art—Avery-Knodel, N. Y.	107	30	77
McGuineas, Bill—WGN Chicago	89	21	68
Millikan, Robt.—J. Walter Thompson, Los Angeles	95	30	65
Moore, Dick—KTTV Hollywood			
Munroe, Paul—Mid Continent TV, Wichita	110	30	80
Nybo, Ken—KBMY Billings, Mont.	114	30	84
Paige, Jack—Intermountain Net, Salt Lake City	100	30	70
Pittman, Frank—Needham, Louis & Brorby	51	only 9 hole	
Reagan, Neil—McCann-Erickson, Hollywood	55	only 9 hole	
Ring, Andy—Washington	103	30	73
Schile, John, Salt Lake City	45	out	
Schellenberg, Howard Jr.—Haley, Doty Inc., Washington	94	30	64
Scovern, Jones—Free & Peters, N. Y.	92	24	68
Smiley, Howard—KCRA Sacramento	106	30	76
Smith, Earl—Edward Petry & Co., Los Angeles	99	30	69
Strouse, Ben—WWDC Washington	109	30	79
Spheeris, Andy—WEMP Milwaukee	107	30	77
Terry, Hugh—KLZ Denver	90	24	66
Thompson, Jim—Henry Christal Co., Chicago	101	30	71
Timothy, B. P.—Avery-Knodel, Chicago	111	30	81
Watkins, Fred Jr.—KWKH Shreveport	85	12	73
Whitney, George—Don Lee, Hollywood	106	30	76
Wilson, Tom—Dow, Lohnes & Albertson, Washington	93	24	69
Yambert, Ralph—Yambert-Prochnow, Inc., Beverly Hills	98	21	77
Young, Bill—UTP, N. Y.	101	21	80

PROGRAMS & PROMOTIONS

RCA HISTORY

GROSS sales of $2,095,000 in 1920 and $693,941,000 in 1952, and a jump from 500 employes to 64,000 indicate the growth of RCA, whose history is described in a handsome brochure, "33 Years of Pioneering and Progress" now being distributed by RCA. The 96-page volume is thoroughly illustrated with photographs of personalities and equipment, ranging from Marconi and the apparatus he used to receive the first trans-Atlantic wireless signal in 1901 to the latest types of uhf antennas.

'THE GREEN BORDER'

CBS RADIO will explore the problems of the influx of Iron Curtain refugees in a full hour broadcast to be presented on May 8, 9-10 p.m. EDT. Titled *The Green Border*, the broadcast will utilize hundreds of tape recordings made in Free Europe at key points along the Iron Curtain. Edward R. Murrow, who will serve as narrator, will call on political and business leaders in Free Europe and the U. S. to offer their views.

DIRECT PROMOTION

WTTM Trenton, N. J., has sent out 15,000 letters to homes selected at random from the telephone directory of the Delaware Valley area. The letters, signed by Fred L. Bernstein, general manager of the station, call attention to news, music, special events and public affairs departments of WTTM. Mr. Bernstein plans to continue the direct approach to promotion with smaller batches of letters going out at various intervals throughout 1953.

INTERVIEW BY PROXY

ALASKA's new governor, B. Frank Heintzleman, was interviewed by proxy on May 3 over KXA Seattle by a panel of nine prominent Seattle citizens. The news director and conductor of the *Seattle Speaks* program, on which the interview was aired, invited the interviewers to tape-record their questions. The transcript was then sent to Alaska, where Governor Heintzleman taped his replies. It took 33 spliced segments and a full month of preparation to complete the 15-minute program.

CEREBRAL PALSY RALLY

TOP RADIO and TV personalities made personal appearances in Times Square on April 30 as part of the Children's Rally against Cerebral Palsy, marking the opening ceremonies of a month-long drive to raise funds for research. The activity took the form of a challenge by juvenile stars against adult stars. Among the adults were Dennis James, Warren Hull, Jinx Falkenburg, Jane Pickens, Marguerite Piazza, John Cameron Swayze, Arlene Francis, Sid Caesar and Gabby Hayes.

AIR FORCE INTERVIEW

U. S. AIR FORCE Ground Operations School in Southern Pines, N. C., April 6-10 was the scene of a symposium for the nation's top ranking fighter pilots of World War II and the present day police action in Korea. The purpose of the top secret event was to pool personal experience and knowledge in an effort to improve tactics and training among present day fighter pilots. On the fifth and final day of the symposium, WEEB Southern Pines was able to obtain permission to conduct a series of interviews with many of the personnel, including Gen. James Ferguson, Deputy Commanding General of the 9th Air Force and originator of this meeting.

STRINGS ATTACHED

WORC Worcester encloses a red piece of string in its promotion piece for *Pappy Howard's New England Barn Dance Jamboree* program to serve as a reminder that "your Headley-Reed man can tell you how to buy Pappy Howard, Worcester's top salesman—where he's strongest—on WORC."

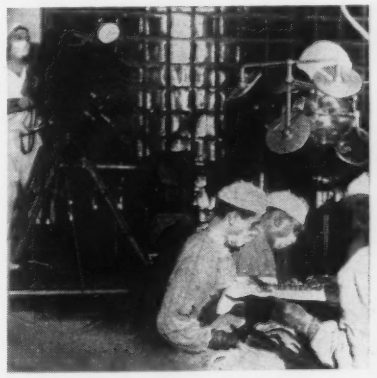
STATION BREAK CONTEST

ONE WEEK at Shamrock Village, Fla., and a console TV set are the first two prizes offered by WTAO-TV Boston to the two people who draw the most suitable station identification design. The contest opened April 18 and will

'Operation Cancer'

"OPERATION CANCER" was WHAS-TV Louisville's title for what it believes to be the first telecast of a cancer operation. The April 22 broadcast provided viewers with an hour-long look over the surgeon's shoulder as he removed the cancer-infected lung of "Patient C."

The telecast was planned to bolster Kentucky's cancer campaign. Dr. Duffy Hancock, president-elect of the Kentucky State Medical Assn., narrated the operation, describing each move by the surgeons, anaesthetists, and nurses. Earlier



WHAS-TV technician Bill Howard aims his camera for *Operation Cancer*. Monitor was used by the narrating doctor in describing the operation for televiewers.

that day he had received the American Cancer Society's 1952 Gold Medal Award for distinguished service to that state in cancer control.

The patient's suspected cancer had been detected by a free chest X-ray. The diagnosis was confirmed by the operation, and lung removal was indicated. Hospital authorities the next day reported the patient was "doing nicely."

continue through June 30, paying $1,500 in prizes. WTAO-TV will go on the air in September.

DISH-RAG HATS

BOB DREPPERD and Lee Leonard, who handle the three hour *Bob and Lee Show* on WLOW Norfolk, Va., on April 15 began their "Dish-Rag Hat Contest." There will be three main prizes for those who can make the most attractive dish-rag chapeaux, and deluxe dish rags as gifts for the runners-up.

STUDENTS' OPERATION

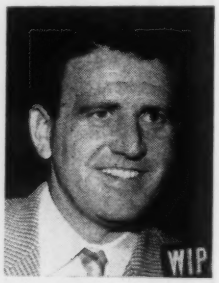
STUDENTS of Stamford High School took over complete operation of WSTC-AM-FM Stamford, Conn., from 6:30 a.m. to midnight on April 22. Seniors and juniors of the school carried on with special programs which they had written, directed and produced, in addition to the station's regular features. The boys and girls worked with the newsmen, did all the announcing and planned their own programs completely. The object of the event was to familiarize the students with radio operation. They had worked for several weeks in preparation for the event.

OPERA IN REHEARSAL

AN OPERA in rehearsal was seen by WBAL-TV Baltimore viewers on April 12. The opera was Massenet's "Manon," and the rehearsing company, the Baltimore Civic Opera Co. Rosa Ponselle, formerly with the Metropolitan Opera and now coach of the Baltimore Civic Opera, was seen coaching singers in four short scenes from the Massenet opera.

'Jim Leaming Week'

WIP Philadelphia's sports director, Jim Leaming, who has been cited by seven national sports magazines for unbiased sports reporting, has been honored by the station in a series of station events.



Mr. Leaming

WIP President General Manager Benedict Gimbel Jr. named April 13 - 18 "Jim Leaming Week" in deference to the sports director. Magazines honoring Mr. Leaming are *Baseball Stars, Who's Who in the Big Leagues, Baseball '53, Dell Baseball Annual, Major League Baseball, Baseball Life Stories* and *Sport Magazine*, according to Mr. Gimble. He was to receive the awards at a Junior Chamber of Commerce luncheon, appear at Lions and Kiwanis clubs luncheons and at a Cub Scouts "father and son" night. WIP distributed 4,000 newsstand posters and other promotion.

Mr. Leaming, former U. of N. C. athlete, during the week was to appear on WIP's *Jack Creamer Show, Gagbusters, Start the Day Right, Record Room, Lobby Parley, Mailbag* and an afternoon women's show.

Exclusive broadcaster of Villanova College football games, Mr. Leaming is heard on MBS' Saturday *Sports Parade* and week nights on his own WIP program.

OUT OF THE PAST

TV PRODUCER-director Ivor McLaren found his past catching up with him while directing the WTMJ-TV Milwaukee *Schlitz Saturday Night Theatre*. The film being shown was "High Fury," which Mr. McLaren had produced in England in 1947. During the program Mr. McLaren told how he produced the movie, and as soon as the interview was completed, he went back to the control room to direct the live commercial on the show.

CIVIC RESPONSIBILITY

THE WASHINGTON school system extended its current program of TV lessons over WNBW (TV) Washington to five days a week with the addition of a new series on civic responsibility. Prepared by the elementary schools in cooperation with WNBW, the program is aimed to improve citizenship, instill loyalty to American ideals and to develop responsible and intelligent ways of using resources, both human and material. The series of 10 programs will include such topics as "Our Nation's Flag," "You and Your Home," "Enjoying Your Neighborhood" and "Respect for Property."

KIWANIS DAY

KLWN Lawrence, Kan., April 12 gave all of its sustaining time to the Lawrence Kiwanis Club. Members sold time, wrote commercial copy and did all air work from sign-on to sign-off. Several special programs were produced especially for the day, such as group singing, a tape recording of a Kiwanis meeting and a greeting from the mayor. It turned out that the commercials for the Ford dealer sponsored newscast were read by the Studebaker dealer. The Kiwanis Club cleared $420 for their boys and girls work fund.

POPULAR COOKING PROGRAM

FOUR-PAGE brochure issued by KHJ-TV Los Angeles points out that the *Mama Weiss* cooking program on the station placed first in 15 out of 18 surveys of similar TV programs among viewers in the Los Angeles area. The program was said to pull more than 1,050 letters a week, and in response to a single announcement more than 1,500 requests for discount certificates on a household cleanser.

COVERAGE OF ICE HOCKEY

WSAI Cincinnati reports that it has received letters of appreciation from fans and the press for its coverage of the ice hockey games between the Cincinnati Mohawks and their rivals, as they played for the championship of the national amateur hockey league. The Mohawks emerged victorious. Dick Baker, WSAI's sportscaster, though an experienced football broadcaster, had never before broadcast hockey games. The number of fan letters received during the series has confirmed the top-notch quality of his work in this field, reports the station.

WINDOW DISPLAY

WLS Chicago is using a window display in a month-long promotion of its *National Barn Dance*, with pictures of featured entertainers. The display is located at the Chicago Visitor Center, headquarters for travelers' information in the Chicago Loop. One of radio's oldest hillbilly shows, the program is aired each Saturday from 7:30 p.m. to midnight, with such sponsors as Warp Bros. (Flex-O-Glass), Keystone Steel & Wire Co., Phillips Petroleum Co. and National Stores.

RESPONSE to *Safeway Neighbor* show on KCRC Enid, Okla., is demonstrated by 80,000 registration slips filled out by customers who may be called by the grocery give-away program. Ella Mae Hyde, KCRC continuity writer, is floored by the deluge of slips. Program is sponsored by Safeway Stores Inc. and has run a year in a 15-minute, Monday through Saturday spot.

'MUSICAL CHAIRS'

KNXT (TV) Hollywood's *Musical Chairs*, new weekly half-hour program, combines quiz, panel and both live and recorded music programs with disc. m.c. Bill Leyden acting as moderator. Permanent panelists Johnny Mercer, Helen O'Connell, Stan Freberg, Bobby Troup and one guest attempt to answer questions submitted by viewers in addition to performing when asked to do so. Program is packaged by Ross-Danzig Productions.

NEW QUIZ PROGRAM

WPTZ (TV) Philadelphia is starting a new home-audience participation program. Pat Landon, host of the new program series, will show portions of famous peoples' faces and give clues as to their identity. He will telephone people in the viewing audience and invite them to guess the identity of the personality. The more he shows of the mystery face, and the more clues he gives the contestant, the less valuable the prize becomes. The program will be seen Monday, Tuesday, Thursday and Friday.

PIN MONEY

NEARLY 8,000 bowlers from five states competed for $26,000, $6,000 in merchandise and 36 trophies in the Fourth Annual WNAX Yankton, S. D. Five-State Bowling Tournament. WNAX reports the regional tournament was the largest in the nation today, and the

SMOOTH ACTION

NEW Houston-Fearless TV CAMERA PEDESTAL

Camera is raised quickly, easily by lifting on steering wheel.

New smooth action... new stability... new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

The HOUSTON FEARLESS Corporation

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

NAVY and Charlotte radio men get together in presenting *Freedom Fleet*, a documentary produced by the Supreme Allied Command Atlantic for broadcast over CBS Radio. Bob Rierson, former WBT program director now on active duty with the USN (seated c), discusses a point with WSOC General Manager Earle Gluck, a captain in the Naval Reserve. Looking on are WBT announcers Fletcher Austin (seated) and (standing, l to r) Phil Agresta and Jimmy Patterson.

largest sports promotion ever sponsored by an American radio station. During the four-year history of the tourney, WNAX has paid out more than $100,000 in cash and merchandise awards.

HELP WANTED

WWDC Washington reports that its early morning disc jockey, Jack Rowzie, who runs the *Nite Beat* show, has been getting S.O.S. calls. A frantic husband called Mr. Rowzie and asked him to broadcast a plea to his wife to let him in the front door, "and it will never happen again." Another call was from a heartbroken wife who complained, "You've made a *Nite Beat* widow out of me." Her husband sat up all night to listen to Mr. Rowzie's program. Still another plea came from a young girl whose plea was that the disc jockey not play such good music so she could get some sleep.

REPEAT PERFORMANCE

BECAUSE of requests from parents and teachers, the film "Devil On Wheels" has been added to the public service program of the Crosley TV stations, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. The film, dealing with the dangers and damages resulting from reckless driving by youths in "hot rods," was originally shown strictly for the entertainment value. Requests from families with teen-age drivers led to a repeat performance of the film.

THREE VIEWS OF ALCOHOLISM

AN ALCOHOLIC, a physician and an official of the Worcester Committee on Alcoholism gave three different viewpoints on alcoholism, via WTAG Worcester's weekly public affairs forum, *What's It to You?* The date of the program coincided with the fund drive of the Committee on Alcoholism.

'MOTHER OF THE YEAR'

LEE and Chee, morning husband and wife team, heard every morning over WARN Ft. Pierce, Fla., are conducting a "Mother of the Year" contest. They are asking for entries from their listeners on mothers in this area with facts about church work, home life, talents and community work. The Rotary Club of Fort Pierce is acting as judges. Besides being the guest at a special Rotary Club meeting to be broadcast over WARN, the winning mother and her husband will receive a 3-day, all expense paid trip to Nassau by air.

EMPLOYES ON THE AIR

COUPLED with the noon news presented by the First National Bank over WFOB Fostoria, Ohio, is a brief sketch of an officer or employe of the bank. The sketch gives the position, title, daily activity and responsibility in the bank of the individual featured, as well as information about his family and outside activities.

TRAINING CLINIC

WHAT is reported to be the first Retail Sales Training Clinic was held recently, co-sponsored by WILS Lansing, Mich., and The Merchants Division of the Lansing Chamber of Commerce. The clinic was conducted by Professor Howard M. Cowee of the lecture staff of New York U. School of Retailing. Over 250 persons representing the supervisory personnel of 65 Lansing retail establishments attended.

'SERVANTS OF MEDICINE'

BIOGRAPHICAL dramas dealing with the lives of men and women contributing to medical progress were presented on *Within Our Gates*, on WFIL Philadelphia in April. The Philadelphia County Medical Society joined with the Philadelphia Fellowship Commission and WFIL in presenting the stories of four "servants of medicine."

MISSES IMPORT AND EXPORT

A CONTEST to select the most beautiful identical twins to represent Miss Import and Miss Export during "World Trade Week" is currently being conducted in conjunction with KTLA (TV) Hollywood's *Hollywood Opportunity* teleshow. Judging will be done by private interview, as well as on the TV program.

ON-THE-SPOT QUIZ SHOW

KMOX St. Louis has begun broadcast of a new quiz show, *Choose Your Topic*. Ollie Raymond conducts the on-the-spot quiz in various St. Louis grocery stores. Prizes are for correct answers to questions submitted by listeners.

PROBLEMS OF THE AGED

A SERIES of four weekly programs outlining the problems of the aged and infirm in Connecticut were broadcast over WDRC Hartford April 11-May 2. The panel discussions, which have been arranged by the Greater Hartford Community Council, were supervised by Hector J. LeMarie, director of training for the Connecticut Commission on the care and treatment of the chronically ill, aged and infirm.

'KNOT HOLE GANG'

HAPPY FELTON, star of *Happy Felton's Knot Hole Gang*, WOR-TV New York, preceding telecasts of Brooklyn Dodger home games, last year enrolled some 60,000 people in his Knot Hole Gang. Members receive lapel flip pins, are eligible to receive prizes from drawings on the program and appear on the show.

AVIATION DAY

WFOR Hattiesburg, Miss., reports that it has added a new dimension to local radio coverage. Utilizing the station's mobile broadcasting units, WFOR covered the local Chamber of Commerce Aviation Day direct from the Municipal Airport. A feature of the broadcast was the mounting of a mobile transmitter in a private plane, and broadcasting from the air, with stress on the ease and pleasure of private flying. The mobile unit on the ground covered interviews with passengers who had been given free plane rides around the city.

40-MILE DIRECT REMOTE

WHUM-TV Reading, Pa., reports that it has run the longest direct remote in TV history. With its transmitting dish at Bowman's Store in Harrisburg and receiving dish 500 feet high on the station's tower 2,100 feet above sea level, the distance covered was 40 miles. A 7,000-megacycle RCA unit was employed. The station reports that quality was adequate.

NBC-TV BROCHURE

A BROCHURE sent to advertisers by NBC-TV co-op sales, highlights "newsworthy and salesworthy" features of *American Forum of the Air*, a co-op TV program featuring Theodore Granik. The brochure cites endorsements of former sponsors, noting that the show often creates news.

PROGRAMS, EXCLUSIVE

WLIB NEW YORK, which emphasizes Negro programming, reported that it had broadcast an "exclusive interview" with Pfc. Courtney L. Stanley, Negro soldier who fought off 15 to 20 Chinese Communists on the Korean front and helped save the life of a wounded colonel. The interview, tape-recorded in Korea in cooperation with the U. S. Army Information Branch, was flown to New York and carried on WLIB.

XUM

Special to time buyers:

all summer long

MILLIONS OF AMERICANS

will listen

Only to FM

insist on FM in your schedule and get complete radio coverage

AGAIN THIS SUMMER, you'll need FM on your schedules to be sure of complete radio coverage. Typical example: In many localities, baseball broadcasts, particularly night games, will be carried only on FM.

What's more, millions of listeners know from experience how FM cuts through static and interference to give realistic reception of radio programs even during summer storms. With the "summer static season" on its way, many will turn to FM programs exclusively.

Make the most of these seasonal listening habits. Include FM in your summer time buying schedules, and be sure of reaching the whole radio audience more effectively.

SPECIAL TO BROADCASTERS:

Your local Zenith distributor will gladly help promote your station and programs through dealers in newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1953

COMPARATIVE NETWORK TV SHOWSHEET

EVENING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Chas. Antell What's Your Bid?	P&G The Doctor F
10:15	*Film*			
10:30	Local	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*This Is the Life*	Firestone Voice of Firestone L
8:45				
9:00	TBA	Philip Morris I Love Lucy F		*Eyewitness* L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Chris. Schenkel*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00				Texas Co. Milton Berle L
8:15		*Feature Film*		
8:30			Serutan Wisdom of the Ages	
8:45				
9:00	ABC Fights (Co-op)	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	*Where Was I?*	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L		Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			P. Lorillard Embassy Club L
10:45				Bob Considine Mutual of Omaha
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Date with Judy Clorets ½ sponsor	GM-Oldsmobile News
7:45		Chesterfield Perry Co
8:00		Pillsbury Toni (alt Godfrey His Friend L
8:15	*Film*	
8:30		Liggett & Myers Godfrey & His Friend L
8:45		
9:00		Colgate Strike It Rich L
9:15	*Film*	
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynolds Man Against Crime
9:45		
10:00		Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Spot
10:45		Longines Chrono-scope
11:00		
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
0:00				
0:15				
0:30				
0:45				
1:00				
1:15				
1:30				
:45				
:00 N	Sweets Co. Tootsie Hip-podrome L	*In The Park*		
:15 PM				
:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
:45				
:00	*Seminar* L			*Youth Wants To Know* L
:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				
0:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote)		Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
0:15		Wheel of Fortune F 10-10:45 a.m. S		
0:30		Westing-house Betty Furness F.		*Prologue to the Future* F
0:45				
1:00		C-P-P (MWF) Strike It Rich L		*Ask Wash-ington* L
1:15				
1:30		*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F
:45				
:00 N		Gen. Mills Bride & Gr'm L		
:15 PM		Amer. Home All Products Love of Life		
:30		P&G Search for Tomorrow		
:45		P&G Guiding Light		
:00				
:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
0:00				
0:15				
0:30				
0:45				
1:00				
1:15				
1:30				
:45				
:00 N				
:15 PM				
:30				
:45				
:00	Lash of the West			
:15				
:30	Johnson Candy Rootie Kazootie L			
:45				
:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
:15				
:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	*Rod Brown, Rocket Ranger*		
:45				
:00		National Dairy The Big Top L		
:15				
:30		*Meet Me At The Zoo*		
:45				

SUN

	ABC	CBS
1:30 PM	Both Sides A. F. L.	
1:45		
2:00	Junior Press Conf.	
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		
4:00		
4:15		
4:30		
4:45		
5:00	Kellogg Co. Super Circus (5-5:30) L	
5:15		
5:30	Mars Candy Co. (5:30-6)	
5:45 PM		

XUM

THURSDAY

ABC	CBS	DuMONT	NBC
		Capt. Video	
General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm General Electric Jane Froman		Chevrolet Dinah Shore L Camel News Caravan L
Film	*Life with Luigi (Sust.)*	*Guide Right*	DeSoto-Plymouth Groucho Marx F
Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L
Motor City Fights	Lever-Lux Video Theatre L	*Treasure Hunt!*	Chesterfield Dragnet F
	Lever Rinso Big Town F	*Author Meets the Critics*	Ford Ford Theatre F
Local	Philip Morris My Little Margie	*Big Idea*	U.S. Tobacco Martin Kane
Thor. Quick as a Flash	Carter I've Got A Secret (alt. wks.) Toni Racket Squad		

FRIDAY

ABC	CBS	DuMONT	NBC
		General Foods Capt. Video	*Meet the Veep* L No Network Service
General Mills Stu Erwin F	GM-Oldsmobile News Chesterfield Perry Como		Coca Cola Eddie Fisher Camel News Caravan L
Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L
Film	R. J. Reynolds My Friend Irma	*Jimmy Hughes Rookie Cop*	Gulf Oil Life of Riley F
Kreisler, (alt. wks.) Tales of Tomorrow L	Schlitz Schlitz Playhouse of Stars L General Foods Sanka Our Miss Brooks	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L Campbell Aldrich Family L
	Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L
	Longines Chronoscope	Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F

SATURDAY

ABC	CBS	DuMONT	NBC
	What In The World		
Sweets Co. Whiteman TV Teen Club L	Liggett & Myers Stork Club		*Mr. Wizard*
Film	Sylvania Beat The Clock L	*Johnny Jupiter*	*Ethel & Albert* L
Texas Rasslin' F	Schick Inc. Procter & Gamble Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill My Hero F
Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		Pet Milk Original Amateur Hour L
Fight Talk	*Meet Millie*		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L
Local	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago	
	Simmons Jergens (alt.) It's News To Me	11:05 Boyle-Midway Sports Showcase 11:20 Wrestling Resumes	American Tobacco Your Hit Parade L

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Bohn Alum. American Forum L
		Victory at Sea F
		TBA
		RCA (alt. wks.) Kukla, Fran, Ollie L
		Zoo Parade Quaker Oats L
		Hallmark Hall of Fame L
		Fram. Corp. Sightseeing F
		Window On Washington L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th	*Take the Break with Don Russell*	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	*Paul Dixon Show*	*Break the Bank* L
	Action in the Afternoon		P&G Welcome Travelers L
			Kate Smith L *
			Lever Hwkns. Falls L
			Gabby Hayes**
			Howdy Goody

SATURDAY

ABC	CBS	DuMONT	NBC
	Potomac Eastern-Collegiate Crew Races 5/16 only		
	Gillette Kentucky Derby 5/2 only		

Explanation: Programs in italics sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors. Mon. thru Fri. "Kate Smith"; 4-4:15. Mon. thru Thurs. P & G 4:45-5. Mon. Nestle—4:15-30. Tue. Docskin—4:15-5. Tues. Johnson & Johnson—4:30-45. Wed. Pillsbury—4:15-5. Wed. Gerber—4:15-30. Thur. Penick & Ford—4:30-45. Thurs. Minute Maid—4:45-5. Thur. Simoniz—4:00-15. Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays; 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9, p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family, Wed. 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Westinghouse-Betty Furness St. 5 14

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deepfreeze

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

2:30-45 p.m., Fri.—Green Giant

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M., Th.—Pillsbury

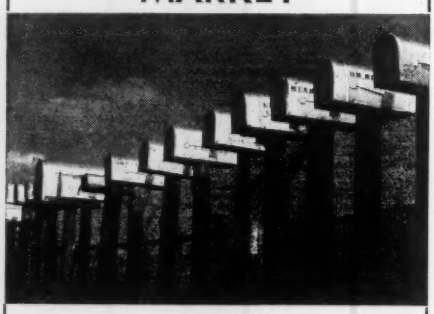
2:30-45 p.m., Tues.; 2:45-3 p.m. Fri.—Kellogg House Party

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

May 4, 1953

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
The Nation's Largest Trade Territory is the El Paso area. Thousands upon thousands of radio families in this rich territory have at least two things in common: money to spend (over $500,000,000 annual retail purchases); and the habit of listening to KEPO.
During a recent typical week, ABC network commercial time totaled 40¾ hours. KEPO was ordered for 35½ hours.
No other advertising medium in the El Paso Southwest digs so deep as radio—no other radio station in the El Paso Southwest equals KEPO's total coverage. To take advantage of this lucrative market and spade up sales in fields relatively untouched by other El Paso area advertising media, order KEPO, El Paso's most powerful station.
Ask Avery-Knodel for complete details.
S.M. 5 10 52
THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

PEOPLE

Advertisers

Hugh Jewitt, comptroller and secretary, Colgate-Palmolive-Peet Co., Jersey City, elected vice president.

William J. Bird, vice president of fleet sales div., Dodge Div. of Chrysler Corp., Detroit, promoted to general sales manager of Plymouth Motor Corp.

George F. Lignante becomes advertising and promotional manager of Winchester headquarters of O'Sullivan Rubber Corp.

Hal J. Hinckley, sales manager, Garden and Home Div., California Spray Chemical Co., Whittier, to Durham Chemical Co., L. A., in same capacity.

Harriet Sabine, director of consumer information for Can Manufacturers Institute, to General Foods' products publicity staff, N. Y.

Agencies

J. Blan van Urk, N. W. Ayer & Son, N.Y., to Dowd, Redfield & Johnstone, that city, as vice president and business co-ordinator.

Leland G. Frierson, vice president and director, Ruthrauff & Ryan, N.Y., to Grey Adv., N.Y., as vice president and member of plans board.

Mr. Miller

J. Howard Miller, newspaper cameraman, to Southwest Advertisers, Amarillo, Tex., as director of photography.

Sally Reed, editor of industrial internal magazine for Link-Belt, Phila., to Lee Ramsdell & Co., same city, as copy chief of consumer accounts.

Richard A. Mancini, art director of William Esty Co., **Leslie N. Daniels,** copy supervisor of Foote, Cone & Belding, **Martin P. Dwyer,** BBDO, and **George Kern,** Benton & Bowles to Lennen & Newell, N.Y., as vice president, copy supervisor, account executive and radio-TV media director, respectively.

Edmund G. Malooley, art director with Ruse & Urban Inc., Detroit, named vice president of organization.

Ted Grunewald, William Esty Co. Inc., to Doyle Dane Bernbach Inc. as TV and radio director.

Joseph A. Haymes becomes partner in Long Adv., Winston-Salem, N. C., now **Long-Haymes Adv. Henry Shore** appointed production manager and **Gwynne Strader** appointed special assistant to Mr. Haymes.

Donald G. Lerch Jr. elected vice president in charge of radio and TV, Cornwell Inc. agriculture advertising agency, Washington, D. C.

Arthur P. Livingston, Robert W. Orr & Assoc., N.Y., to McKee & Albright, Phila., as head of merchandising.

Robert O'Rourke, special assistant, Ross Sawyer Adv., Hollywood, to Oakleigh R. French & Assoc., St. Louis, as production manager.

Robert C. Leonard, formerly Ruthrauff & Ryan, to Detroit office of N. W. Ayer & Son as service representative; **Albert W. Flor,** Meek & Thomas Adv., Youngstown, Ohio, to Ayer's Chicago office as copywriter; **Scribner C. Dailey** to plans-merchandising staff, Phila.

G. D. (Del) Winkler, account executive, Roy S. Durstine Inc., L. A., to Glenn Adv. Inc. as West Coast representative with new offices at 6399 Wilshire Blvd., L. A. Telephone is Webster 3-9369.

Peter H. Neil, Campbell-Ewald Co., Detroit, to Chicago branch of agency. He succeeds **William F. Armstrong Jr.,** now manager of agency's Washington, D. C. branch.

Winslow Martin to account managers staff, John Falkner Arndt & Co., Phila.

Jim Chichester, senior copywriter at McCann-Erickson, N.Y., and **Tom Olenchak,** Paris &

POST-TELECAST party at the debut of *Your Esso Reporter* on WPTZ (TV) Philadelphia is attended by (l to r) Curt Peterson, vice president, Marschalk & Pratt, which handles account; Richard Close, national manager of represented stations, NBC Spot Sales; Alexander W. Dannenbaum Jr., WPTZ commercial manager; L. E. Semon, Marschalk & Pratt, and George Parmental of NBC Spot Sales. Program is in station's nightly 7 o'clock slot.

Peart, N.Y., to Cowan & Dengler, N.Y., as member of creative staff and art director, respectively.

Robert W. Maercklein, partner in Maercklein-Nelson Adv., Milwaukee, presented with Eagle's Club monthly civic service award.

Byron S. Phillips, advertising department, White House, S.F. department store, to Willard G. Gregory & Co., L.A., as member of production department.

Paul Smith, partner, Calkins & Holden, Carlock, McClinton & Smith, N.Y., named coordinator of activities for Civil Air Patrol and Civil Defense in the Greater New York area and assistant coordinator for State of New York.

Stations

Ralph Klein, station supervisor, WONS Hartford, to WCCC Hartford, as station manager, replacing **Alex Buchan.**

Kenneth Yeend, program director of KIRO Seattle, elected president of Walla Walla TV Corp., Walla Walla, Wash., replaced by **Carroll Foster,** assistant to president and director of public affairs at KIRO.

Paul Martin, former manager, WCCC Hartford, Conn., named general manager of WPWA Chester, Pa.

Virginia Bennett, account executive at WING Dayton, appointed station manager of WIZE Springfield, Ohio.

Al Frank, assistant manager of WJCM Sebring, Fla., named manager of same, replacing **Jonas Termin,** who becomes manager of WAKU Latrobe, Pa. **Warren Koerbel,** sales staff at WAKU, promoted to assistant manager.

Sydney King appointed production manager of WBAL-TV Baltimore.

Wallace Hutchinson, account executive, NBC Western Div., to KPIK (TV) Los Angeles as promotion manager.

Wiliam R. Murray appointed W. Va. regional manager for WSAZ-TV Huntington, W. Va.

Dody Sinclair, production manager of WJAR-TV Providence, to head promotion, public relations and merchandising departments of same.

Gene P. Loffler, WHO Des Moines, to KAYL Storm Lake, Iowa, as station manager.

Lee Ellis named program director of WINZ Hollywood, Fla.

Marcus Oquin, salesman, KTXL San Angelo, Tex., promoted to commercial manager. **Alvin Wood** to KTXL as salesman.

Herman P. Hatton, city manager for Ga. Theater Co., appointed director of operations for WMAZ-TV Macon, Ga.

Jack F. A. Flynn, program administrative assistant of WPIX (TV) New York, named week-end manager of station.

Bill Talbot, general manager of KOIL Omaha, to program staff of KMTV (TV) Omaha.

Robert L. Livingston, sales representative for WMAL-TV Washington, appointed sales representative for WRC Washington.

Arnold Snyder and **Wes Hopkins** return to WTTM Trenton, N. J., as director of news and special events, and program director, respectively.

Clem Cooper, announcer at KGKO Dallas, promoted to program director.

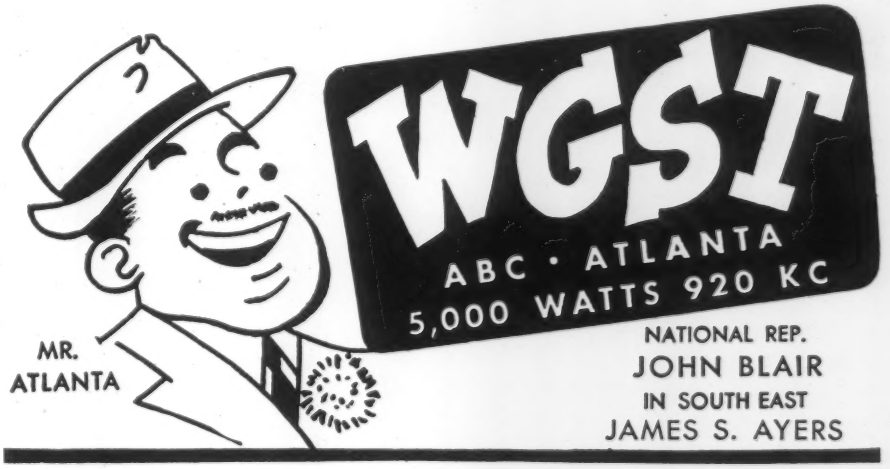
Elliott Behrens, James Von Striver and **Mary Nielsen** appointed account executive, video engineer and traffic manager, respectively, at KGMB-AM-TV Honolulu.

Jane Winne, production director for KRES St. Joseph, Mo., to WEEU-TV Reading, Pa., as director of continuity.

Jim Davis, account executive, promoted to sales director; **Willis Seaman** appointed executive chief engineer, and **Les Breck** appointed sports director, WBRW Welch, W. Va.

Don Rich, N. Y. representative for WOND Atlantic City-Pleasantville, N. J., has moved

Just like the 2428 requests for a picture that poured in from 11 Southern States after two plugs on a WGST—produced show! That's real local programming, on WGST you get the best in programming, merchandising support, plus 28 years of selling "know how" in the Atlanta market. Get the full story from WGST or our national reps.



CLEVELAND Indians are being sponsored in 16 baseball games on WICU (TV) Erie, Pa., by Erie Brewing Co. Signing (l to r): Seated, J. M. Magenau Jr., secy., and J. M. Magenau Sr., pres., both EB, and Ben McLaughlin, station mgr.; standing, C. L. Selke, sls. mgr., and Herbert Kern, brewmaster, both EB, and M. A. Yount, Yount Co., agency.

WMAL-AM-TV Washington adds Food Fair supermarkets to its "Customer Contact" merchandising tie-up. Signing (l to r): Seated, Irvin Siegel, Food Fair pres., and Kenneth H. Berkeley, stations v.p.-gen. mgr.; standing, Seymour Seleznow, FF mchdsg. mgr., and Charles L. Kelly, asst. stations gen. mgr.

SPONSORS and George Walsh, WFIL-TV Philadelphia sportscaster, are feted at Poor Richard Club there. L to r, Hank Shuster, zone mgr., DeSoto Dealers of Phila., summer sponsor; Dave Carlisle, WFIL-TV acct. exec.; Mr. Walsh; Kenneth W. Stowman, gen. sls. mgr., WFIL-AM-TV; Frank Byrnes, acct. exec., Joseph Lowenthal Adv. Agency, and Joe Rambo, sls. mgr., Adam Scheidt Brewing Co., winter sponsor.

WATCHING Don A. Reed, adv. mgr., Sheaffer Pen Co., sign his CBS-TV show for 26 weeks starting June 20 is Jackie Gleason, star. Sheaffer plans to buy local TV in markets not covered by the Gleason show and expects to spend $1 million-plus for TV in the second half of 1953.

offices to 36 East 64th St. Telephone is Butterfield 8-7676. In addition to duties with WOND, Mr. Rich will be associated with Television Publicity Bureau Inc., same address, as special features director.

W. H. Loudermilk promoted to chief engineer of WEAS Decatur, Ga., replacing **Les E. Gradick,** now technical supervisor of all "Dee" River radio interests. **"Texas Bill" Strength** now disc jockey and time salesman for WEAS.

Nick Reyes, WFTC Kinston, N. C., to WIRK-AM-TV West Palm Beach, Fla., as film director-producer and staff announcer.

Gay Swankin to staff of WLAW Boston, as director of continuity.

Jack Iverson and **Les Keck,** engineering staff of KVTV (TV) Sioux City, promoted to transmitter supervisor and studio supervisor, respectively.

William Carl Jorgensen, WDWS Champaign, Ill., to WIBC Indianapolis, as assistant news director.

Charles B. Walsh to accounting department of WBBM Chicago.

Phil Stone, announcer at CHUM Toronto, appointed announcer and assistant program director of CHUM.

Marc Spencer, free-lance TV actor, to announcing staff of WFPA Ft. Payne, Ala. **Ted Kirby,** WFPA announcer, promoted to sales manager.

Al Williams and **Bob Parkhurst** to WSYR Syracuse as properties man and engineer, respectively.

Gordon H. Tuell, TV director, WRGB (TV) Schenectady, N. Y., to KMO-TV Tacoma.

Tom Crosnoe, transmitter staff, KMPC Hollywood, promoted to transmitter supervisor.

William Guy, WFMY-TV Greensboro, N. C., and **Jack Everbach** to staff of WKLO-TV Louisville, Ky., as production manager and promotion manager, respectively.

Roy Parks, KBRS Springdale, Ark., to sales staff of WJTN-AM-FM Jamestown, N. Y.

Donald Wheatley, assistant chief engineer, WJOY Burlington, Vt., named chief engineer.

Gene Osborn, sports director of WQUA Moline, Ill., to KVER Albuquerque in same capacity.

Mel Martin, star of *Breakfast Party* on WLWT (TV) Cincinnati, has resigned.

Betty Morton to WIRE Indianapolis, Ind., as continuity writer.

Don Hopkins and **Ramona Boecker** to sales staff and continuity staff, respectively, of KITO San Bernardino, Calif.

Bill Martin O'Donnell, sports director of WIBX Utica, N. Y., to WSYR-TV Syracuse in same capacity.

Charles F. Might to WMRN Marion, Ohio, as farm director.

Joe Ramay, announcer-disc jockey, KLYN Amarillo, Tex., to sales staff of same.

Gerry White, Harrington-Richards Adv., S. F., to KCBS San Francisco as sales secretary.

Mike Mearian to announcing staff of WBEN-TV Buffalo.

Evelyn Aron replaces **Margaret Frye** as music librarian at WIND Chicago.

Barbara Turner named assistant to **Dorothy Lyon,** record librarian, KNBC San Francisco.

Johnny Argo, KJAY Topeka, Kan., to KVLC Little Rock as disc jockey.

Erwin Steiner, head of sales aids for ABC, to sales staff of WICC-TV Bridgeport.

Dave Niles replaces **Don Mitchell** as studio announcer, sports director and news editor of KOLO Reno.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, elected to board of directors of Chamber of Commerce of U.S.

C. Richard Evans, vice-president and general manager, KGMB-AM-TV Honolulu, elected to board of directors of Hawaiian Broadcasting System.

John H. Thompson, manager of news and public affairs, KNBC San Francisco, received "1952 Better Understanding Award" of English-Speaking Union of the U. S., for producing-directing weekly KNBC *World Affairs Are Your Affairs.*

W. C. Swartley, station manager at WBZ-TV Boston, received medal, scroll and $500 on behalf of station from National Board of Fire Underwriters for "outstanding service in fire prevention and fire safety."

Anne Hayes, director of women's activities for KCMO Kansas City, cited by auxiliary of Missouri Osteopathic Assn. as "woman of the year" in field of broadcasting and for her interest in behalf of women and children.

Jack Sterling, WCBS New York, honored by Advertising Men's Post 209, American Legion, for service to post and to organization.

Ethel Grey, women's director, WSBA York, Pa., is heading five-member committee from Adv. Club of York in fund raising campaign for Pennsylvania Assn. for Retarded Children.

Frank R. Smith, WBVB Beaver Falls, Pa., elected president of Pa.-Del. Associated Press Radio Assn.

John E. Held, sales representative for Crosley Bcstg. Co., Cincinnati, elected to board of trustees of Cuvier Press Club.

Larry Buskett, sales manager, KLAC Hollywood, and **Diane Fortier** were married April 9.

Stan Bockes, engineer at WSYR Syracuse, and Joan Mary Searing were married on April 25.

Hugh Bowman, sportscaster of CJOY Guelph, and **Barbara Kitchen,** office manager of CJOY, were married April 25.

John G. Flynn, film editor, KHJ-TV Holly-

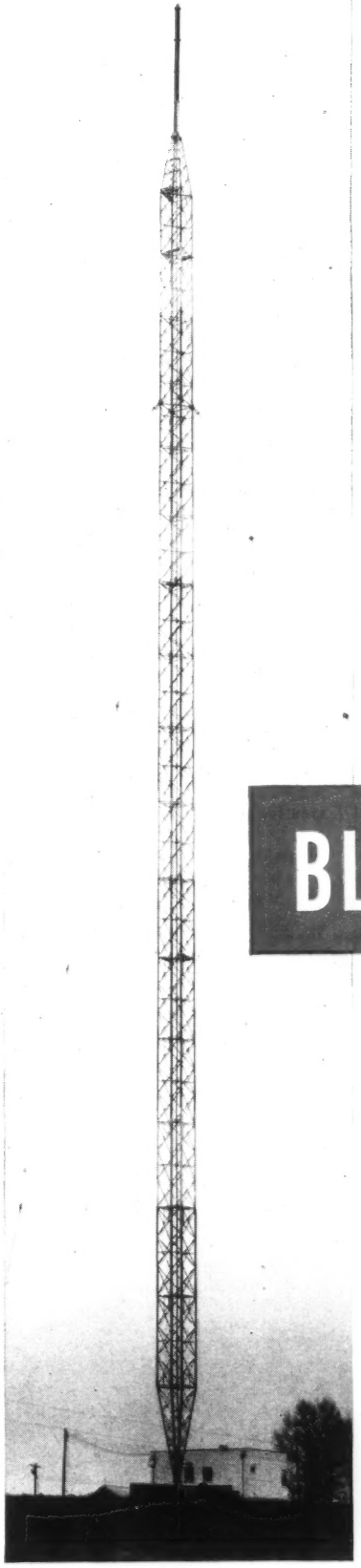
Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

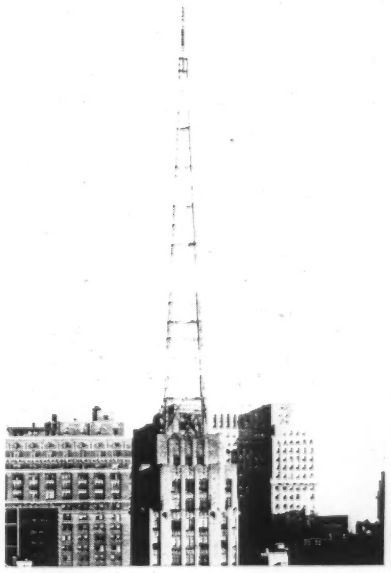
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

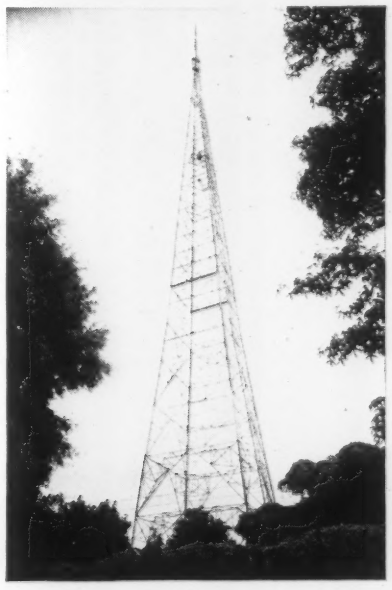
Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.







wood, and **Madeline Godard,** "Miss France" in Miss Universe beauty contest, were married April 18.

Ed Pendleton, promotion manager, WMAZ Macon, Ga., father of girl, Margaret Curry.

Box Jawer, WPTZ (TV) Philadelphia, father of girl, Judy Lynne, April 15.

Cyrus Ostrup, assistant to head of production expense control department, KECA-TV Los Angeles, father of boy, Richard Cyrus, April 11.

Edward E. Benham, chief engineer, KTTV (TV) Hollywood, father of girl, Valerie, April 20.

Johnny Wilcox, announcer at WIP Philadelphia, father of girl, Kim, April 18.

Herb Vigran, Hollywood radio-TV actor, father of boy, Richard, April 13.

Bob Forster, disc jockey on WSRS Cleveland, father of boy, April 21.

Networks

Richard Lewine, CBS-TV producer, appointed supervisor of network daytime programming for CBS-TV.

Roy N. James, sales manager with house furnishings firm, and **Charles F. Barton,** Vick Chemical Co. sales specialist, appointed merchandising supervisors for NBC in Minneapolis-St. Paul and St. Louis areas, respectively.

NEW RADIO programming at WCAU Philadelphia was the topic and smiles were the result at a sales meeting at WCAU's Radio-TV Center, attended, among others, by (l to r): Henry Flynn, eastern sales manager, and Jerry Finniger and Ralph Goshen, all CBS Radio Spot Sales; Joseph T. Connolly, vice president in charge of WCAU's radio programming; Chick Allison and Gil Johnson, also of CBS Radio Spot Sales, and Jack deRussy, station's radio sales manager.

William Kreitner, assistant radio-TV research director, Young & Rubicam, N. Y., named radio research supervisor for NBC Spot Sales.

Richard M. Kaplan named chief, methods and production systems dept., CBS-Columbia Inc.

Jack Burrell, technical operations supervisor, NBC-TV Western Div., placed in charge of all engineers and technical operations for network coverage of Coronation, June 2.

Paul Smith, engineer at KCBS San Francisco, to CBS Hollywood, on engineering staff.

Muriel Jocz, sales staff, KGO-TV San Francisco, to NBC-TV that city as administrative assistant to **George Fuerst,** spot sales manager.

Billee Short, sales staff, KOMO Seattle, to NBC San Francisco as administrative assistant to **Heber Smith,** spot sales manager.

Sally Benson, author, appointed to CBS-TV creative group to develop new program ideas.

Furth Ullman, art director on NBC-TV *Colgate Comedy Hour*, will stage "The Great Waltz" for Los Angeles Civic Light Opera Co. in June.

Johnny Dugan, singing comedian, has been signed by NBC for network's talent and comedy development project.

Ethel Kirsner, CBS press information department, to NBC press department.

Frederick DeCordova, director with Universal-International, to CBS-TV Hollywood, as producer-director.

Willard Waterman, star of NBC radio *The Great Gildersleeve*, assigned role in M-G-M feature film, "Half a Hero," starring NBC-AM-TV personality **Red Skelton.**

Rex Marshall, TV announcer, signed for CBS-TV's *Freedom Rings* (Tues. & Thurs., 2-2:30 p.m. EDT), audience-participation series sponsored by Westinghouse Electric Corp.

James Fassett, director of music for CBS Radio, presented with President's Citation of National Federation of Music Clubs, April 12 "in recognition of his sponsorship of good music on the air and his humanizing of musical personalities and events all over the country."

Ernest de la Ossa, NBC personnel director, named chairman of motion picture, radio-TV and music section for Greater New York Fund.

Jon Arthur, star of ABC's *No School Today*

First IN LINCOLN, NEBRASKA

In the Rich Southeast Nebraska Market

- Top Local Programming
- The Best of DuMont
- All the No. 1 TV Film Shows
- MP TV Movie Features

430,000 people NOW switch to CHANNEL . . . 12

KOLN-TV

Represented Nationally by WEED TELEVISION

DuMont
29,600 Watts Visual
13,400 Watts Aural

and *Big J[illegible] and Sparkie*, father of girl, Debbora Ruth, born April 22.

Ben Freed[illegible]an, writer on NBC-TV *Red Skelton Show*, fath[illegible]r of girl, Deborah, April 20.

Manufacturing

Herbert J[illegible] Allemang, management consultant for Philc[illegible] Corp., appointed vice-president in charge of [illegible]lanning.

Henry F. Argento, assistant vice president and assistant manager of power tube div., Raytheon TV & Radio Corp., Chicago, promoted to vice president and general manager.

Herbert Riegelman, manager of marketing for GE radio and TV dept., Syracuse, N. Y., appointed general manager of same.

John Stevens, head of own sales and manufacturing consulting firm, Chicago, to Hoffman Radio Corp., L. A., as director of manufacturing and production head of TV activities.

Dr. John Ruze, electronics engineer, appointed head of Gabriel Labs., Cleveland.

L. Pate Jackson appointed sales manager for northern Florida and southern Georgia territories of Allen B. DuMont Labs.' Florida factory distributing branch.

Charles W. Finnigan, Sylvania Electric Products, Buffalo, named chief electronics engineer for Stromberg-Carlson Co., Rochester, replacing **Garrard Mountjoy,** who resigned to become assistant to vice president of American Radio-Television Inc., Little Rock, Ark.

Ray P. McAlister appointed assistant general manager of H. H. Buggie and Co., Toledo.

John G. Thompson and **Franklin P. Hinman** appointed product managers for Westinghouse at Bath N. Y., and Elmira, N. Y., plants, respectively.

Thomas Paxton, district sales manager for Hallicrafters Co., named general manager of Hallicrafters-Chicago Inc.

Leonard L. Rosenfeld, General Instrument Corp., Joliet, Ill., named production manager of Jerrold Electronics Corp., Phila.

Michael Kory, manager of distributing subsidiaries for Emerson Radio & Phonograph Corp., N. Y., appointed administrative director of sales and advertising departments of company.

Frank P. DeLay, wage and salary administrator of Zenith Radio Corp., promoted to personnel director.

A. George Rogers, assistant manager of Westinghouse Television Radio Div., Metuchen, N. J., promoted to manager of operations.

Kenneth Petersen, supervisor of engineering WPIX (TV) New York, to Allen B. DuMont Labs., as sales representative for New York City and state.

C. J. Harrison, sales manager of Tube Div. of Federal Telephone & Radio Corp., Nutley, N. J., appointed marketing manager of Transmitter Div. of Allen B. DuMont Labs. Inc.

Frank A. Dunnigan, head of terminal equipment section, Hoffman Laboratories Inc., L. A., promoted to chief product design engineer for TV Mfg. Div. of Hoffman Radio Corp., that city.

Frank P. Fern, sales manager, Horn & Cox Inc., Youngstown Kitchens Div., L. A., to Hoffman Sales Division, L. A. distributors for Hoffman Radio Corp., as field sales supervisor. **George S. Gramlich,** advertising manager, Admiral Distributors Inc., L. A., joints firm in same capacity.

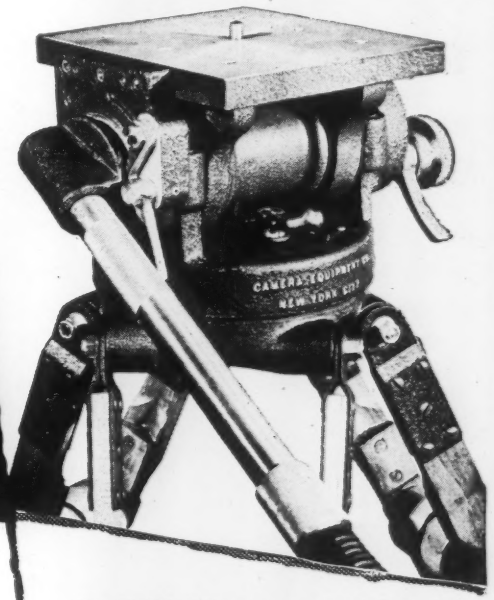
Carl F. Guiney appointed insurance director of National Appliance & Radio-TV Dealers Assn., Chicago.

David J. Hopkins, director of sales and advertising of Emerson Radio & Phonograph Corp., appointed chairman of Radio-TV Manufacturers' & Distributors' Div. for 1953 April Cancer Crusade.

Services

Edward G. Hynes Jr. and **Robert B. Rogers** re-elected president-treasurer, and executive

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

vice president, respectively, of Trendex Inc., N.Y. **Mary Smith** elected secretary.

Gordon Wenkler appointed account executive, Daniel J. Edelmen Assoc., Chicago, public relations firm.

Hal Marc Arden appointed radio-television script and production manager of Win Nathanson & Assoc., N. Y., public relations firm.

Oscar Katz, CBS-TV, and **Jay Eliasberg,** Foote, Cone & Belding, to working committee on radio-TV methods study of Advertising Research Foundation; **G. S. Brady,** General Foods Corp., to committee on printed advertising rating methods of same.

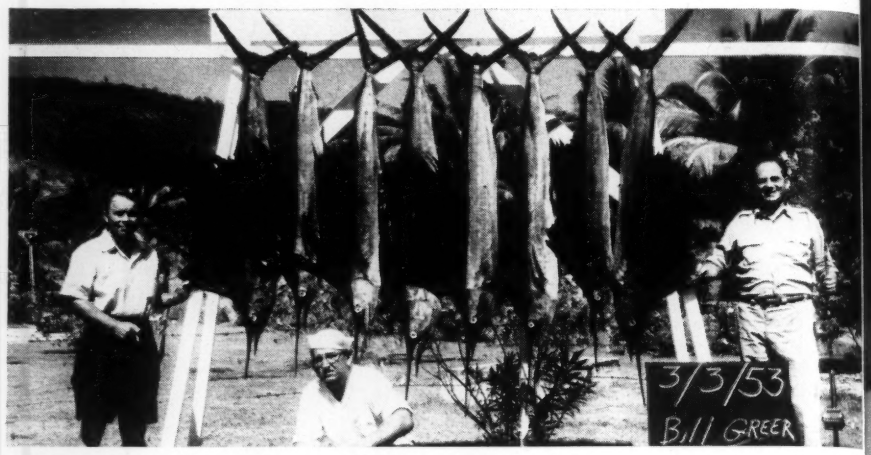
Program Services

Myron Oppenheimer, staff writer with Berry, Enright & Friendly Productions, N.Y., radio-TV program production firm, appointed vice president.

Bruce Balcome, head of Rubber Records Corp. (record manufacturers and distributors), opens offices at 37 Madison Ave., New York; 1118 Guaranty Bldg., Hollywood; 620 Sterick Bldg., Memphis, and 410 Guaranty Bldg., Indianapolis.

Charles Mohler, theatre manager, Coffeyville, Kan., to Hallmark Productions Inc., Hollywood (program packagers), as sales department supervisor.

Albert A. Dorshind, attorney, KTLA (TV) Hollywood and Paramount Television Productions Inc., to Music Corp. of America, Beverly Hills, and subsidiary Revue Productions, North Hollywood, in similar capacity.



FROM the Virgin Islands comes this fish item: Bill Greer (r), owner and operator, WSTA Charlotte Amalie, St. Thomas, Virgin Islands, is credited by George C. Davis, Washington, D. C., consulting engineer who supplied this picture, as having caught the eight sailfish between 5:40 and 11:30 a.m., March 3. Other statistics: Longest fish, 8 feet 3 inches; shortest, 6 feet 7 inches. Other men in the picture: Capt. Dick Cheek (l), who charters boats, and Alphonse Bernier (squatting), mate of the boat, Tyee.

Representatives

Bernard Howard, radio sales representative, named president of Stars National Inc., station representative firm.

John S. Stewart, eastern sales manager of George W. Clark Inc., station representation firm, to N. Y. office of Avery-Knodel Inc., station representatives, as account executive in radio dept.

Victor W. Williams, district sales manager for RCA, now representing Merit Coil & Transformer Corp. in Maryland, Virginia and Washington, D. C.

Pete Harricks, radio dept., Vickers & Benson Ltd., Toronto advertising agency, to All-Canada Radio Facilities, Toronto, on TV time sales staff.

Trade Associations

Hal Mobley, field supervisor for KMPC Hollywood, joins Western Electronics Show & Convention as assistant business manager. WESCON is functionary of West Coast Electronics Mfrs. Assn. and the Seventh Region, Institute of Radio Engineers.

Abiah A. Church, NARTB attorney, father of boy, April 21.

Government

Maj. Edgar L. Tidwell, USA, chief of logistics branch, and **Capt. Stanley E. Rodby,** USAF, chief of technical production branch, Armed Forces Radio Service, Hollywood, promoted to lieutenant colonel and major, respectively.

Personnel Relations

Bernard Cowan re-elected president of Association of Canadian Radio and TV Artists (AFL), Toronto local; **Neil LeRoy** elected vice-president, **Stanley Mann** secretary, and **Ernest Berry** treasurer.

Audio Lovers... AS YOU LIKE IT!

THE *New* PENTRON TAPE RECORDER

PROFESSIONAL QUALITY TAPE RECORDING AT LOW COST!

Now get the high fidelity and flexibility of operation formerly possible only with far costlier equipment.

Ready to Use 2 Ways: 1—Tape Mechanism and Pre-Amp for custom installation with your own amplifier and speaker. 2—Self-Contained Portable Unit for use anywhere. Just plug into any existing audio amplifier, radio, TV set or combination.

Model 9T-3M Tape Mechanism. 2 speeds: 3.75" and 7.5" ps. 2 hours, record-playback time. Fastest rewind-forward speeds—1200' in 40 sec. Separate record-erase heads—removable pole pieces, dual track, (single track available). Flutter: — 0.3% at 7.5"; — 0.5 at 3.75".

Model PRE-7 Pre-Amp. Push-pull supersonic bias-erase. Magic eye record level indicator. Exclusive oscillator circuit. Frequency response: +-3 db, 50 to 11,500 cps at 7.5"+-3 db, 50 to 6500 cps at 3.75. Outputs: amplifier and headphones. Inputs: radio, phono and mike.

Model PMC Portable. Includes above units in handsome carrying case. Reel of tape and take-up reel included.

ELECTRONIC PENTRON EQUIPMENT

THE PENTRON CORP.

221-Bp E. Cullerton St., Chicago 16, Illinois
Canada: Atlas Radio Ltd., Toronto

Send for FREE Bulletin

RADIO NEWSREEL

AERO MOTORS, L. A. Hudson dealer, contracts for 1,000 one-minute spots on KLAC for 26 weeks. L to r: Mr. I. Cantor, Aero fleet sls. mgr.; Wally McLain, L. A. agency of same name; Frank Smith, KLAC acct. exec.

PABST Blue Ribbon buys evening newscast on WJHP Jacksonville, Fla. Signing: Col. George W. Stewart, pres., Stewart-Jordan & Co. Standing (l to r): M. A. Reynolds, WJHP gen. mgr.; Nathan Perlstein, Pabst Sales Co. adv. dir.; Fred Schilling, WJHP sports dir.; E. R. Maxfield, mgr., Stewart-Jordan; John Jelinek, WJHP acct. exec.

TOASTING with ice cream the sponsorship by High's Dairy Products Corp. of Frederic W. Ziv Co.'s *Guy Lombardo Show* on WTOP Washington, starting May 3, are (l to r): Clifford Young Stephens, High's pres.; Perry Walders, Ziv rep.; Robert Bordley, WTOP slsman.

SPONSORSHIP of *Freedom, U.S.A.* is taken by Rochester Gas & Electric on WARC Rochester as L. P. Fridley, RG&E's dom. sls. mgr., signs contract while Norman Stott (l), asst. mgr., and Samuel W. Townsend, WARC Inc. pres. and gen. mgr., look on. Program stars Tyrone Power; it is produced by Frederic W. Ziv Co.

Canadian Viewers Favor U. S. TV Stations 4-to-1

CANADA

CANADIAN viewers in southern Ontario favor American TV stations four to one, according to the April Elliott-Haynes ratings, which gave WBEN-TV Buffalo 78.5% of the Toronto-Hamilton-Niagara area audience, and CBLT (TV) Toronto 20.2% of the audience. The balance of viewers looks at WICU-TV Erie and WHAM-TV Rochester.

Five leading programs seen on CBLT Toronto during April were Junior Hockey finals, rating 39.9, *Studio One* 31.2, *Bell Singers* 29.3, *The Big Revue* 29.1, and *Regal Theatre* 27.7 Of these *Studio One* was a microwave U. S. import, *Regal Theatre* a film.

Leading shows from U. S. stations were *I Love Lucy* 76.1, *Film* 76, *Comedy Hour* 75.3, *Arthur Godfrey* 75.2, and *Martin Kane* 73.2.

On CBFT (TV) Montreal, sports made up the first four rated programs, 81.8 to 73.3, followed by a quiz show, 72.9 and *Studio One*, 72.6.

Monthly sets-in-use trends show a drop at Toronto from 82.2 in January to 72.7 in April, while in Montreal sets-in-use has been increasing, from 47.2 in January to 60.7 in April.

During the January-March period, the report shows that in the Montreal area 97% of audience has been tuned to CBFT, 2% to WSYR-TV, 1% to WHEN-TV, both Syracuse.

A revised estimate of TV sets-in-use in Canada in the April report shows 324,200 receivers, with 169,600 in the Toronto-Niagara area, 74,700 north of Lake Erie, 69,100 in the Montreal region, 5,400 in the Kingston-Belleville (Ont.) area, and 5,600 elsewhere.

CBC BUILDING PLANS REVEALED

CANADA

PLANS for a new broadcasting center at Toronto to replace the present Canadian Broadcasting Corp. national program and commercial departments were revealed by Dr. J. J. McCann, Canadian Minister of National Revenue, when he accompanied members of the Canadian Parliamentary Radio Committee to Toronto April 20.

Dr. McCann told the committee that the government plans a $2 million broadcasting center on the same site within the next two years, and that two top floors of the Toronto television center have been left vacant for executive offices in the new Toronto broadcasting center.

Members of the Parliamentary Radio Committee were taken on a tour of CBC television and broadcasting buildings. They saw CBC's *Big Revue* variety show in rehearsal and then telecast in the evening, also the $2 million TV plant and 500-ft. tower in downtown Toronto.

The day's visit was part of the committee's investigation into CBC activities and finances.

BUP Opens News Wire

CANADA

A SECOND transcontinental news wire spanning Canada from Montreal to Victoria, B.C., was placed into operation last Monday by British United Press. BUP said this network will speed delivery of news to more than 100 radio stations and 50 newspapers in Canada.

WTOC SAVANNAH'S NO. 1 STATION

In December 1952, *Pulse* made a survey in Savannah, covering the hours from 6:00 AM to 6:00 PM

WTOC Received three times as many quarter-hour firsts as the next station, over twice as many as all other stations combined.

The average rating of WTOC was more than 60% higher than that of the second station.

HERE'S THE BOX SCORE.

	WTOC	STATION A	STATION B	STATION C
1st PLACE	33	11	4	0
2nd PLACE	15	12	16*	6*
Average Rating 6:00 AM-6:00 PM	9.2	5.7	4.7	4.7

* Includes one tie for second place between B and C

WTOC SAVANNAH GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO
Represented by THE KATZ AGENCY

XUM

$11.5 Million Capital Outlay Predicted for TV in Canada

CAPITAL outlay of an estimated $11.5 million for seven TV stations in Canada was predicted by A. D. Dunton, chairman of the Canadian Broadcasting Corp. to the Canadian Parliamentary Radio Committee following the committee's visit to CBLT Toronto.

CANADA

At the April 22 Ottawa hearing, Mr. Dunton said $2.1 million already had been spent for each one of the operation stations—CBLT Toronto and CBFT Montreal. CBOT Ottawa, relay station which officially goes on the air June 2, is to cost $950,000, he said. The Halifax CBC-TV station is to cost $1.1 million, the station at Winnipeg $1.3 million, and the Vancouver station, $1.7 million. It is the hope that these stations will be operating by next January.

A French-language station at Montreal is to be built at a $550,000 cost. This station will use the same tower as CBFT. New TV studios planned at Toronto will cost $350,000 and at Montreal, $125,000. Production facilities at both Toronto and Montreal are to be increased at a cost of $425,000, Mr. Dunton said.

For both sound and sight broadcasting, Mr. Dunton told the members of parliament, CBC expected it would need about $26,750,000 this year. CBC anticipates this much revenue will come from commercial sources, from the 15% excise tax on radio and TV set sales, and from the annual government grant of $6,250,000.

Government loans to CBC for TV development to date total $8 million, of which all but $500,000 has been used, Mr. Dunton reported. Another loan of $4,375,000 for TV was included in estimates now before parliament. A further loan of $2 million might be required next year.

Independents' Outlook Noted

Mr. Dunton dealt at some length with the high cost of TV programming and with difficulties expected for independent TV stations to carry an effective proportion of live Canadian talent. The economic pressure on the independent operator to use films or other U. S. material would be heavy. But, he said, CBC would feed 10½ hours of national CBC programs weekly to independent operators. He said Canadian advertisers also were faced with the problem of whether to use Canadian material for programs or to adopt the cheaper course of getting the Canadian rights on U. S. films and TV productions.

Mr. Dunton hoped the Bell Telephone microwave relay system would be extended next year to Windsor (opposite Detroit) from Toronto, and eastward from Montreal to Quebec City. He gave 1956 as a possible date for the further extension of the system eastward to Halifax, westward to Winnipeg.

He said that with completion of CBC's stations and the seven independent operators who have been granted construction permits, about 70% of the Canadian population will have TV service next year.

CANADA's first private TV station advertising contract is signed between Robin Hood Flour Mills Ltd. and Niagara Television Ltd., Hamilton, Ont. Pact for sponsorship of nightly British United Press-Movietone Newsreel news is okayed by (l to r): N. C. Brown, Robin Hood Mills advertising manager; Ken D. Soble, manager, Niagara TV, and W. J. Henning, assistant general manager, Robin Hood Mills. Niagara TV, owned equally by CHML CJXH (FM) and CKOC, all Hamilton, has set a fall target date.

Thomson Again Heads CP

ROY THOMSON, newspaper publisher and president of Northern Broadcasting Co., Toronto, operating CKGB Timmins, CFCH North Bay, and CJKL Kirkland Lake, has been re-elected president of Canadian Press. D. B. Rogers, Regina *Leader-Post* and CKCK Regina, has been re-elected second vice president. Directors with radio affiliations are R. S. Malone, Winnipeg *Free Press* and CKRC Winnipeg; Arthur R. Ford, London *Free Press* and CFPL London; Arthur L. Davies, Kingston *Whig-Standard* and CKWS Kingston, and Herve Major, Montreal *La Presse* and CKAC Montreal.

CANADA

BMI Canada Sets Clinics

BMI CANADA LTD., in conjunction with regional Canadian associations of broadcasters, will operate a series of clinics in Canada this year. First will be held May 1 at the Palliser Hotel, Calgary, followed May 21 at the Saskatchewan Hotel, Regina, and May 23 at the Royal Alexandra Hotel, Winnipeg.

CANADA

The clinics will be held jointly with the Western Assn. of Broadcasters and will feature talks by Carl Haverlin of BMI, New York. On May 22 at the Fort Cumberland Hotel, Amherst, a session under chairmanship of Clyde Moon, BMI Montreal, will be jointly held with the Atlantic Assn. of Broadcasters. A clinic is set June 29 at the Hotel Vancouver, Vancouver, with the British Columbia Assn. of Broadcasters, and another is tentatively set Sept. 21 at Toronto with the Central Canada Assn. of Broadcasters. No dates have been set for French-language clinics at Montreal and Quebec.

Microwave Link Set for May

MICROWAVE LINK between Toronto, Ottawa and Montreal is expected by the Bell Telephone System to be ready for use early in May. Canadian Broadcasting Corp. will begin experimental network TV programming about mid-May for an official inauguration of the system. Showing of films flown to Canada on June 2 of the Coronation of Queen Elizabeth II. Sixteen tower stations have been built by Bell Telephone for the system. CBC buys TV microwave link service on an annual fee basis. The new Toronto-Ottawa-Montreal service will link up with microwave service from Toronto to Buffalo, allowing U.S. TV network shows to be piped directly from Buffalo to Montreal. They currently are being relayed to Toronto.

CANADA

Dealers Score TV Price War

PRICE WARS in sales of TV receivers brought criticism during the annual meeting of the Ontario Assn. of Radio, Television and Appliance Dealers at Toronto. The association planned to ask the federal government to reinstate credit curbs and minimum down payments on TV receivers. (Ottawa cabinet sources intimated that the government would not interfere.) Many of the 500 dealers attending the sessions felt that TV set sales were needed medicine for the appliance industry. It was estimated by dealers and manufacturers representatives that only 10% of Ontario homes have TV sets.

CANADA

The new 1953 Studebaker is featured as "The American car of the year with the European look" in this series of 1-minute TV commercials skillfully presented by Sarra. A catchy musical theme is supplemented by a strong sales message in the audio, while action shots of happy people in glamorous settings give high-style atmosphere to scenes in which the Studebaker stars. Magnificent scenery is the backdrop for the story of the car's road performance. Every element adds up to the final impression: "It's Studebaker for '53." Created by SARRA, Inc., for the Studebaker Corp. through Roche, Williams & Cleary, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

WRGB (TV) MAKES OFFER TO EDUCATORS

AN HOUR of time per day, five days per week, was offered last Tuesday to Schenectady area educators by WRGB (TV) Schenectady. The station also announced it would pay $2,500 annually toward the salary of a person to produce educational television programs. The offer was made at a meeting of representatives of area colleges, public and parochial schools and the State Education Dept. The time would double the amount of time used by four educational organizations for the last two years, and would be in addition to the other public service and educational telecasts already carried by the station.

Robert B. Hanna, WRGB (TV) manager, said the time—10:30 to 11:30 a.m. Monday through Friday—would be set aside for 52 weeks with the hope that the educational groups would provide programs uninterrupted for at least 39 weeks each year. An area-wide conference of educators will be held May 22 to discuss the proposal.

I. KEITH TYLER (standing), director of Ohio State U.'s Institute for Education by Radio-Television, is shown with panelists at the opening of the 23d Institute [B•T, April 27, 20]. L to r: Morris S. Novik, New York radio-TV consultant; Edward Stanley, NBC New York director of education and public affairs, and Dorothy Kenyon, New York attorney who also serves as a board member of American Civil Liberties Union.

Kaltenborn Scholarship

APPLICATIONS for the $500 H. V. Kaltenborn radio scholarship at the U. of Wisconsin are being accepted for the 1953-54 term, Prof. H. L. Ewbank, chairman of the UW radio-television committee, has announced.

The scholarship was established by Mr. Kaltenborn, veteran news commentator, to assist students in radio broadcasting, especially those interested in newscasting and news analysis. Applicants must have reached their junior year. Deadline for filing is June 1.

Panel Discussion Ideas

THE IDEA that broadcasters should use the media they promote is forwarded by Dr. Franklin Dunham, chief of radio-TV in the U.S. Office of Education, who recently conducted two experiments to demonstrate a new kind of discussion program.

Dr. Dunham's first test was set up at the National Catholic Educator's Assn., meeting in Atlantic City April 6-10. Four speakers were invited to present a panel discussion on TV. Then, to insure their being familiar with the subject, the four participated in an actual closed-circuit educational show. When they appeared before the convention the next day they talked out their telecast experiences.

Another version of the "experience-panel" was conducted at the Conference of the Institute for Education by Radio-TV at Ohio State U. April 15-18. The subject was "Broadcasting by Government Agencies." Each participant furnished his own kinescopes, tapes, recordings and pictures. Rather than talking out the entire discussion, each merely introduced his material and then let the audio-visual equipment do the rest.

Dr. Dunham makes these comments on the experiments:

"All the terror of ad-lib presentation . . . is eliminated . . . nothing is read at the audience. . . . We know what we are talking about."

KXOK 'Education Day'

KXOK St. Louis last Wednesday participated in the first Business Education Day sponsored by that city's Chamber of Commerce, playing host to 20 school teachers who visited the KXOK transmitter at Madison, Ill., were guests of the station at a luncheon, watched broadcast operations and heard station executives describe how to run a radio station.

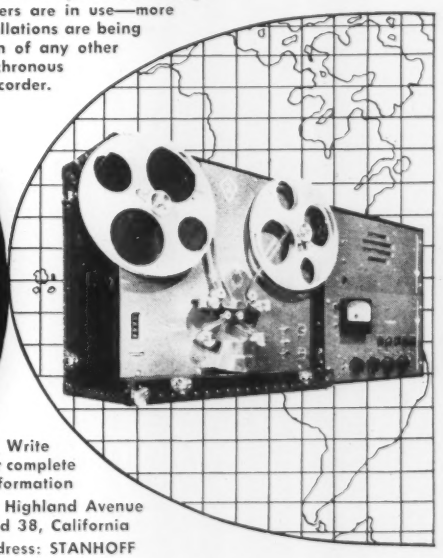
Walker Speaks at Long Beach

EDUCATIONAL television's background and future prospects were outlined by FCC Comr. Paul A. Walker last Tuesday before the California Congress of Parents and Teachers Inc. at Long Beach. Comr. Walker explained to the group that on June 2 the reservations on educational channels will not automatically end, but rather after that date the Commission will receive petitions to change the status of any specific channel.

IN HOLLYWOOD

More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.

Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.



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RECEIVING $10,000, check from Benjamin Abrams (l), president of Emerson Radio & Phonograph Corp., which is awarding that amount to each of the first 10 educational TV stations on the air, is Dr. W. W. Kemmerer, president of the U. of Houston. The school and the Houston Independent School District expect KUHT (TV) to be the first on the air.

New Radio-TV Dept.

CITING the "increasing importance of mass communications in education," the Newark, N. J., Board of Education has announced establishment of a new radio and television department to be supervised by Marie C. Scanlon. Previously the board's radio station, WBGO-FM, and its television activities were part of the Dept. of Libraries and Visual Aids.

Los Angeles County Asks FCC To Extend Educ. TV Deadline

A RESOLUTION, introduced by Supervisor John Anson Ford and adopted by Los Angeles County Board of Supervisors Tuesday, urges the FCC to extend the June 2 deadline on educational TV station applications for one year.

Pointing out that while 242 channels have been reserved by the FCC for educational video, only 13 communities have received station building permits with 11 more applications pending. The board believes not enough time has been allowed for communities to become interested in providing the money with which to build and operate such stations.

Los Angeles, with KUSC-TV, financed by Allan Hancock Foundation, USC, is one of the 13 communities. There are six unclaimed education channels in California.

Adult Education Telecast

ABC-TV, in cooperation with Ford Foundation's Fund for Adult Education and the York (Pa.) Council of Community Education, on May 6 will present a special half-hour telecast titled "Adult Education in American Life," 9-9:30 p.m. EDT. Featuring leading educators and university presidents, program is a part of the conference on "The Place and Importance of Adult Education in American Life," to be held at York Junior College. Telecast will be moderated by C. Scott Fletcher, president of the Fund for Adult Education, and is a special presentation of the ABC public affairs department.

No Trouble at All

COOPERATION keynoted radio efforts at the recent Hays (experiment station) Sorghum Conference at Kansas State College. The problem: How a number of radio farm directors from midwest stations could cover the conference without getting into each other's way.

Bob Hilgendorf, director, KSAC Kansas State College, who acted as host to the visiting radio men, turned for advice to Lewis Dickensheets, chief engineer, WIBW Topeka. The two solved the problem this way:

Chief Dickensheets installed himself and an amplifier in a hallway at the studios. He set up four mikes in one office for the broadcasts, all feeding to his amplifier. From there he connected eight bridging transformers and sent the programs to eight tape recorders set up in another office. Via this method, nine seven-minute tapes were made on eight machines in two hours.

Embert Coles, superintendent, Colby Branch Experiment Station, moderated the discussions. Cited with him for work done in producing the broadcasts was Ed Mason of KXXX Colby.

TV Aid on Career Data

USE of closed-circuit theatre television on a national scale to bring information on careers to high school students was reported last week to be under discussion by AB-PT, The National Vocational Guidance Assn. and New York U. The university has pointed out that a closed-circuit theatre telecast on ABC-TV facilities for New York area high school students was "so successful" that the possibilities of conveying career information throughout the country "will be explored in a series of discussions within the next few weeks" [B•T, March 23].

Syracuse U. TV Tests

THE Syracuse U. Radio-Television Center will make a series of about 10 newscasts on WSYR-TV Syracuse, which is cooperating in the program, in tests of TV news presentation techniques. The work will be financed by a research grant from the Twentieth Century Fund, non-profit foundation for scientific research and public education on current economic questions.

The center will process stories released simultaneously to all media by the fund, which made a similar grant to the center last year, according to Kenneth G. Bartlett, Syracuse U. Radio-TV Center director. Heading the project will be Edward C. Jones and Lawrence Myers Jr., both radio-television faculty members, Mr. Bartlett said.

WHBI Not For Sale

AN OFFER to buy WHBI Newark, N. J., made recently by clergymen representing Negro churches in the New York-New Jersey area, prompted station officials to emphasize that WHBI is not for sale. The church leaders had heard rumors that the outlet was up for purchase, and were concerned that a new ownership might change WHBI's policy of religious programming.

The TOP STATION in a TOP MARKET—

will keep favorable TRADE WINDS blowing your way!

WILK ABC

5000 WATTS

PENNSYLVANIA'S 3RD LARGEST MARKET

• SCRANTON
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Sherman & Marquette thoroughly studied the market and placed Nestle Instant Coffee schedule exclusively on WILK. Now 5000 watts non-directional daytime—it's a better buy than ever.

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Coming Soon WILK TV Watch for it!

First Calif. AP Radio News Awards Winners Announced

WINNERS of the First Annual News Competition of the California AP Radio Assn. have been announced in Los Angeles. Presentation will be made May 16 at the association's annual meeting in Hollywood.

KFMB San Diego won the AP news cooperation award. Three members of the KFMB staff, Ray Wilson, Harold Keen and Paul White, were named for their contributions to the news report and assistance in covering news in the San Diego area.

Other Winners

Other winners and classifications were:

Best Local News Show—KLX Oakland, *John K. Chapel and the News*, first. KECA Los Angeles, *Local Desk*—Dick Tufeld, second. KFMB San Diego, Harold Keen—*People in the News*, third.

Best Sports Show—KCBS San Francisco, Carroll Hansen—*Looking 'Em Over*.

Best Feature or Human Interest—KHJ Los Angeles, Lee Wood-Frank Hemingway, first. KFI Los Angeles, *Hometown Happenings*—Kerwin Hoover, second. KPRL Paso Robles, *Dog-gone Department*, third.

Best Farm Show—KNBC San Francisco, *Farmer's Digest*, first. KCBS San Francisco, Gordon Roth—*Farm Review*, second. KGO San Francisco, Bill Adams, third.

Best Editorial or Documentary—KCBS San Francisco, *Rollingwood US*, first. KFI Los Angeles, *KFI Calling*, second. KFMB San Diego, *Editorial Page*—Paul White, third.

General Excellence—KHJ Los Angeles, Will Ragan—*Newspaper of the Air*, first. KGO San Francisco, second.

Awards in all classes were on the basis of work performed and scripts prepared in 1952.

Judges in all classifications, except the News Cooperation Division, were the Radio-TV Editors of the Los Angeles area newspapers. They are Walter Ames, Los Angeles *Times;* Allen Rich, North Hollywood *Valley Times;* Jack Lait, Los Angeles *Examiner;* Zuma Palmer, Hollywood *Citizen News;* Hal Humphreys, Los Angeles *Mirror;* Owen Callan, Los Angeles *Herald and Express*.

NBC Wins Christopher Awards

CHRISTOPHER Awards to radio and television for the first quarter of 1953 were announced Thursday by Father James Keller, director of the Christophers. Winning programs, all on NBC, were the Feb. 15 *Victory at Sea* and March 30 *Voice of Firestone* TV shows, and March 28 *NBC Symphony Orchestra* and Jan. 18 *Theatre Guild on the Air* radio broadcasts.

WLEC's Jaycee Citation

WLEC Sandusky, Ohio, reports receipt of its 17th public service award in a citation from the U. S. and United Sandusky Junior Chambers of Commerce. The station says it gave an average $10,000 a month in time and effort to local public service announcements, exclusive of network PSAs.

DOUBLE "Lulu" awards went to Fran Harris (c), Harris-Tuchman Productions, for a TV spot campaign and a half-hour promotional TV film program for Shipstad & Johnson Ice Follies, from Los Angeles Adv. Women Inc. Flanking her are Walter McCreery (l), president of Walter McCreery Inc., agency for the account, and Eddie Shipstad of the sponsoring firm.

Bishop Sheen Wins Award

BISHOP Fulton J. Sheen was presented with the Plaque of Achievement of the Advertising Club of New York Wednesday for "his inspirational messages on radio and television" designed to "strengthen the fiber of America through the high moral standards of its people." Bishop Sheen's TV series, *Life Is Worth Living*, is seen Tuesday nights over DuMont TV Network under sponsorship of Admiral Corp.

Broadcasters Are Cited In ESU Awards

EIGHT broadcasters and newspapermen have been named by English Speaking Union to receive its Better Understanding Awards for contributions to international cooperation.

Award to Siegel

Distinguished Awards will go to Seymour N. Siegel, director of WNYC-AM-FM New York, city-owned stations, and president of the National Assn. of Educational Broadcasters, and to Carroll Der, editorial director, *Minneapolis Tribune*. Mr. Siegel's award is for his "contributions to American knowledge of the people of the Commonwealth."

News Reporting Awards will be made to John Thompson, KNBC San Francisco, and Alfred Friendly, *Washington Post*. Feature Reporting Awards will be made to Margaret Arlen of CBS, and Ted Hallock, formerly of KPOJ Portland and the *Oregon Journal*, who both recorded series of broadcasts in Great Britain last year.

University Activities

Two awards for university broadcasting activities will be made to Dorothy Greenwood, director of adult education for radio of the U. of Minnesota, KUOM Minneapolis-St. Paul, and Henry Mamet, director of radio of the U. of Kansas City, whose programs are broadcast by KMBC-KFRM Kansas City.

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600 FOOT – GUYED TYPE

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Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

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ABC Network

Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

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7 Sizable Sales directly traceable to Radio Advertising

H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

PEABODY AWARDS for distinguished achievement in radio and television in 1952 [B•T, April 27] were presented April 24 at a luncheon of the Radio and Television Executives Society in New York. The winners are: (seated, l to r) Dorothy Collins, NBC's *Hit Parade;* Lawrence Spivak and Martha Rountree, NBC's *Meet the Press;* Dr. Frances Horwich, NBC's *Ding Dong School;* Lynn Poule, public relations director, Johns Hopkins U., DuMont's *Johns Hopkins Science Review,* and James C. Hanrahan, vice president and general manager, WEWS (TV) Cleveland. (Standing) Robert W. Sarnoff, NBC vice president and RTES president; John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, who announced the awards; Richard Shafto, general manager, WIS Columbia, S. C.; Wally Cox, NBC's *Mr. Peepers;* Martin Agronsky, ABC; Edward Weeks, editor, *Atlantic Monthly,* and chairman, Peabody Advisory Board, who presented the awards; Henry Salomon, producer-writer, NBC's *Victory at Sea;* Jerry E. Lyon, vice president, Willys-Overland, sponsor of New York Philharmonic Symphony Orchestra on CBS, and T. L. Lenzen, vice president, Standard Oil of Calif., sponsor of NBC's *Standard Symphony.*

NARTB Wins Award For Vote Campaign

AWARD to NARTB for its major role in stimulating registration and voting during the last Presidential campaign was presented Wednesday to President Harold E. Fellows on behalf of the American Heritage Foundation.

Theodore S. Repplier, president of The Advertising Council, made the presentation of an illuminated scroll on behalf of the Foundation. He said broadcasters can be "extremely proud" of their part in bringing about an increase of 15 million votes over 1948. Of the 54 organizations that took part in the Foundation's campaign, he said, NARTB "stood head and shoulders above the rest." He praised NARTB for "a superb organization job," adding it received the first award among the participating groups.

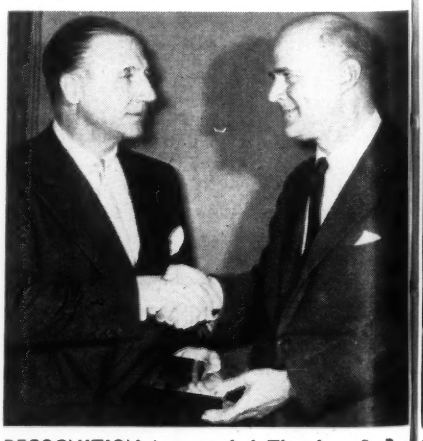
Syracuse U. Awards Made

RECIPIENTS of Syracuse U.'s Outstanding Radio-Television Alumni Award for 1953 were Arnold F. Schoen Jr., general manager of WPRO Providence, and Thomas E. Martin, general manager of WEEU-AM-FM-TV Reading, Pa. The award was presented by Kenneth G. Bartlett, dean of the Syracuse U. School of Radio-Television, at the fifth annual Radio Day award luncheon, sponsored by the Syracuse chapter of Alpha Epsilon Rho, national radio-TV honorary fraternity.

Speaking to more than 100 students and faculty members, Mr. Schoen stressed radio's bright future. Speakers at the luncheon said increases in public service programming and strong management are keys to radio's growing strength.

NTRB Honors Program

APRIL 1953 Show of the Month, as selected b the National Television Review Board, wa *This Is Your Life,* which stars Ralph Edwards The review board, which honors a different pro gram each month, selected the NBC-TV produc tion for "contributing wholesome and outstand ing entertainment and advancing the standard of television programming for the entire in dustry."



RECOGNITION is accorded Theodore S. Repplier (r), president of The Advertising Council, for 10 years of "consistent devotion" as that organization's executive chief. A silver cigarette box is presented Mr. Repplier by Chester J. La Roche, board chairman of the council.

WSUI Tape Show Opens Iowa Cancer Fund Drive

MONTH-LONG cancer fund drive in Iowa was begun by WSUI KSUI (FM) Iowa City, State U. of Iowa outlets, with a two-hour program, *Conquest for April*, produced on tape by students under supervision by the station's assistant program director, James P. Wehr.

The students condensed to four some 16 reels featuring special tapes from some of the country's top entertainers and messages from Iowa Gov. William S. Beardsley, Sen. Bourke B. Hickenlooper (R-Iowa) and American Cancer Society officials. Two bands provided music.

Mother of the show's m.c., Allen Hall, died of cancer a few days before it was aired and Mr. Hall, after attending the funeral, made a personal appeal which lent dramatic impact to the presentation.

Conquest for April was aired on a 20-station Iowa network including KWBG Boone, KBUR Burlington, KCIM Carroll, KROS Clinton, KSTT Davenport, KWDM Des Moines, KVFD Fort Dodge, KOKX Keokuk, KFJB Marshalltown, KOEL Oelwein, KBIZ Ottumwa, KMA Shenandoah, KCOM Sioux City, KICD Spencer, KWWL Waterloo, KGLO Mason City, KDTH Dubuque, KWPC Muscatine, KCHA Charles City and KBOE Oskaloosa.

Goldenson Appoints Palsy Unit

SIX EXECUTIVES in the advertising and related fields were appointed to the United Cerebral Palsy national publicity committee Tuesday by Leonard H. Goldenson, president of the organization and of AB-PT Inc. Committee members are: William R. Campbell, J. Walter Thompson Co., chairman; William Boley, Buchanan & Co., vice chairman; Taylor Adams, Young & Rubicam; Sydney H. Eiges, vice president in charge of press, NBC; Ivor Kenway, president, Ivor Kenway Assoc., Greenwich, Conn., and Sherwin Kane, editor, *Motion Picture Daily*.

WAAF at Chicago Fire

EYE-WITNESS reports on the disastrous explosion and 5-11 fire at Chicago's Haber Corp. April 16 found WAAF, local independent, on the scene with Vince Garrity, special events chief, and Bill Bauer, program director. They phoned reports to Bob Drews, disc jockey, who was on the air with his *Detour With Drews*. Mr. Drews relayed urgent messages to the public from police and fire officials. Both departments credited WAAF with helping to ease traffic and spectator congestion and thus easing rescue work.

WNBK (TV) Receives Cancer Citation

CITATION of merit from the Ohio Cancer Society was awarded to Hamilton Shea, general manager of WNBK (TV) Cleveland, and lapel pins in recognition of help in making the drive successful were given to Mr. Shea and three other members of the NBC Cleveland staff. The awards were presented by Lewis E. Herget, director of the Ohio Cancer Society.

Schedule for Patients

WWVA Wheeling, W. Va., is distributing a pocket-size schedule of its programs to patients of the 10 hospitals in the area.

Baseball Promotion

WAAM (TV) Baltimore reported promotion of the Baltimore Orioles baseball club before the season home opener with a special half-hour show introducing players, a spot campaign on its children's programs, appearances by players on the station's *Tee Vee Waamboree* and *Shopping for You* and an intensive spot announcement campaign all day last Tuesday.

WIBC Aids Hospital

WIBC Indianapolis employes pledged $1,752, 110% of their quota, in a fund-raising drive for the Indianapolis Hospital Development Assn., the station reported.

WMJM's Safety Week Project

WMJM Cordele, Ga., gave away silver dollars to people of that city who would answer their telephones with "Observe Safety Week," during an extensive campaign waged there April 13-17. The station also: Carried safety messages all

EDUCATORS appear on *The Savannah State College Roundtable* sponsored by Savannah State College, one of the oldest Negro colleges in the U.S. Program is on WSAV Savannah, Ga. Participants in this broadcast are (l to r): William J. Holloway, dean of men; Calvin L. Kiah, chairman, dept. of education; Dr. R. Grann Lloyd, chairman, dept. of social sciences and director of research of the National Teachers Research Assn.; Dr. William K. Payne, president of the college; Wilton C. Scott, director of public relations, and Mrs. Esther Warrick, principal, East Broad St. school. Standing is Duane Hatch of WSAV staff.

LOOK!
No Fence

Around KOA's Million Square Miles of Range

NIELSEN REPORTS **PROVE** 10 to 100% of all radio families in 302 Counties in 12 states listen regularly to KOA.

But this is only part of the story, because "you can't fence KOA in!" These figures do not include KOA's Bonus Coverage!

Bonus Coverage

KOA is the best Outdoor Advertising Medium in the West! With appeal that's alive wherever you drive!...In more locations than you could afford to buy.

KOA is a favorite with as many as 9% of the radio families in thousands of counties in over 34 states (plus Canada and Mexico) who respond by mail!

The unfenced KOA range is the home of millions of buyers with billions of dollars in their jeans...millions of buyers who are BEYOND TV HORIZONS.

The most positive way... the most economical way to reach this rich market is through programs, spots and participations on KOA...the radio station which...

Covers the West...Best!

Write for KOA's **The Western Market,** Nielsen Coverage Issue.

KOA
DENVER
850 Kilocycles...50,000 Watts
1625 California Street
National Sales Representatives:
EDWARD PETRY & CO.
New York • Chicago • Detroit
San Francisco • Los Angeles • St. Louis • Dallas

during the day; sponsored *Mr. Safety Says* and *The Voice of Safety* quiz programs; interviewed tourists on *Mr. Safety Welcomes* and *Breakfast with Mr. Safety*, and presented roundtable discussions on the subject. A four-hour broadcast of a parade commemorating the week climaxed WMJM's project.

KBTV Draws $158,000

KBTV (TV) Denver drew in $158,000 with its *Celebrity Parade for Cerebral Palsy* April 18-19. The telethon was broadcast from the stage of the Denver City Auditorium and featured 700 volunteer entertainers. It ran 14 hours and netted 66% more than the $90,000 goal. Station officials believe Denver's contributions to the drive are the highest per-capita in the U. S.

WMOK Backs Hospital Drive

WMOK Metropolis, Ill., played a major role to get construction of a new (Massac) county hospital approved. In a drive to get out the vote, the station devoted spot time, held live interviews and panel discussions, conducted telephone interviews and gave listeners opportunities to ask questions about the project.

Cancer Crusade Marathon

SHEL HORTON, WHUN Huntingdon, Pa., disc jockey, broadcast 42½-hour one-man marathon program starting early April 17 and ending April 19 for the Cancer Crusade. Mr. Horton, who broadcast the program from a furniture store window, received congratulatory flowers and telegrams from many entertainment and musical stars.

WRBL Covers Storm

WRBL Columbus, Ga., was the nerve center for emergency communication when a tornado ripped through the area April 18, causing an estimated $10 million damage and disrupting telephone lines and power facilities. The station called in off-duty telephone workmen, police, firemen, and county workers. After the brunt of the storm had passed WRBL's portable broadcast facilities provided on-the-spot programs from hard-hit areas.

WHAS-TV Aids Blood Drive

WHAS-TV Louisville's schedule April 21 called for an all-out effort to encourage blood donations to Red Cross Blood banks, including telecasting of radio and TV stars giving blood. WHAS-TV cameras picked up portions of the blood donor program, and dramatizations and demonstrations were shown by the station.

Claims Blood Donation Record

CKAK Montreal claimed last week that a Red Cross blood donor clinic held under the station's auspices collected "an all-time North American record" during a 40-hour operation. CKAK reported 2,343 donors contributed 2,551 pints of blood during the period. The station conducted a vigorous promotion campaign the week before the clinic.

MILESTONES

► KGW Portland, Ore., has begun its 32d year of broadcasting. Staff members reminisced the "old days" in an afternoon broadcast celebrating the event.

* * *

► WRBL Week in Columbus, Ga., has been proclaimed May 10-16 to commemorate that station's 25th anniversary. Among events scheduled are: A 5-hour broadcast of 1928 programs with the original stars; an anniversary tabloid; open house, and an "Old Timers" banquet feting past staff members.

* * *

► NBC radio's *One Man's Family* and creator-writer Carlton E. Morse celebrated their 21st year on the network last Wednesday. Collection of show memorabilia is offered to listeners in a new booklet. Cast members with the program since its inception are J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin and Page Gilman. Miles Labs, through Goeffrey Wade Adv., has been sponsor since 1950.

* * *

► NBC's *Fibber McGee and Molly* started its 19th year on that radio network in April. Series, starring Jim and Marian Jordan and featuring original announcer Harlow Wilcox, is currently sponsored by Reynolds Metals. Agency is Buchanan & Co.

* * *

► GEORGE GREAVES, assistant general manager and program director, KNBC San Francisco, starts his 26th year with NBC th May. Associated first as an engineer, he su pervised the building of the network's firs Hollywood studios and had charge of the firs commercial broadcast made to U. S. from a sh at sea.

SHADES of the past were resurrected at WSJS Winston-Salem, N. C., April 17 when the sta tion celebrated its 23d anniversary. The origin al control board was brought out and duste off for the occasion. Original employes Phi Hedrick, now engineering director, and Mr Irene Rutledge, bookkeeper, stand by the se Atop the board one of the first microphones used by WSJS is contrasted with a modern one

* * *

► KFI Los Angeles began its 32d year o operation in April. A quarter-hour program telecast by KNBH (TV) that city, marke the occasion.

* * *

► NEWSCASTER Duncan Macleod presente the 5,000th edition of *Headline News* on KOI Portland, Ore., on April 17. Described by th station as one of Portland's oldest newscasts the six-a-week morning program has been sponsored 16 straight years by Weiner's cloth ing store.

* * *

► NBC-TV's *Hawkins Falls* noted its second anniversary April 10.

* * *

► LUNCHEON marked the third anniversary of Western Saving Fund's *Western's Weatherman* show on WCAU-TV Philadelphia. The program is telecast 11:10-11:15 p.m., across the board. Among those attending the luncheon at the Hotel Warwick were Donald W Thornburgh, president-general manager, WCAU Stations; Norman Geare, president, Geare-Marston Agency, which represents the sponsor, Phil Sheridan, who is featured on the program, and P. Blair Lee, president of the savings institution.

It's Happening in NEW HAVEN

ON WNHC

Steady does it where Connecticut Refining is concerned . . . 988 five-minute programs a year for over six years! And still going strong: That's *MORE* than *faith* in WNHC-Radio . . . it's proof of RESULTS.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

TWA Sides With RWG In TV Writers Issue

TELEVISION Writers of America has joined the Radio Writers Guild in requesting that the Authors League of America give New York writers in TV the benefits of its minimum basic agreement, pending action by the National Labor Relations Board on the TWA petition for a collective bargaining agency election on a regional basis.

ALA and Screen Writers Guild early last year negotiated a contract with the networks for writers but have contended it is not in effect due to TWA's intervention.

Dick Powell, TWA president, in his letter of cooperation to RWG, said in part that "TWA is most willing to join the RWG in urging the Authors League to request that the networks put the ALA minimum basic agreement, modified to exclude the West Coast, into effect immediately, such agreement to be effective until such time as the eastern writers are afforded the chance to vote for their collective bargaining representative. TWA will supply the networks any assurance they may request that TWA will not hold them guilty of unfair labor practices should they put such an agreement into effect."

NSTP Widens Membership

RESOLUTION broadening membership of National Society of Television Producers, Hollywood, to include video stations, networks, advertising agencies and producers for sponsors was approved at a meeting of the group's executive board April 22. Membership previously was limited to independent live and film producers.

Mike Stokey, Max Gilford and Syd Cassyd were named as a committee to nominate candidates for three NSTP directorships, which expire in May.

ABC-NABET-OEIU Spat

ABC-AM-TV Hollywood fortnight ago was requested to recognize National Assn. of Broadcast Engineers & Technicians as bargaining agent for some 150 office workers who gave NABET a majority in an election held after Local 174 of Office Employees International Union (AFL) started on organizational campaign. AFL Film Council, supporting OEIU, has charged NABET with "unwarranted encroachment of jurisdiction" and OEIU reportedly is considering filing for an NLRB election.

NLRB Mobile Ruling

THE IBEW Mobile, Ala., local, and WALA Mobile, have been ordered by National Labor Relations Board to cease action allegedly prejudicial to a technician, John A. Thompson. The station is directed to offer Mr. Thompson full employment and IBEW is ordered to stop attempts to cause WALA to discharge any employes.

'Uncooperative" AFTRA Members Face Board Action

BOARD hearing has been scheduled for May 25 by American Federation of Television & Radio Artists to try charges against four members who refused to testify at House un-American activities committee sessions, held in Los Angeles the week of March 23. Witnesses were Libby Burke, Jody Gilbert, Murray Wagner and Shimen Ruskin.

An AFTRA resolution, effective March 20, ordered all members to testify as to Communist party affiliation under threat of expulsion, fine or suspension.

Following the hearing, accused members have right of appeal to local membership, national board or convention.

New SEG TV Film Pact

SCREEN Extras Guild members voted 1,467-11 for a new contract increasing salary minimums for silent bit players from $40 to $55 per day and improving working conditions for extra players in TV films [B•T, March 30]. Negotiated with Alliance of Television Film Producers, Roland Reed Productions and Hal Roach Productions, the contract also is being signed by all other Hollywood TV film producers, according to SEG President Richard H. Gordon.

Editors Vote for IATSE

KHJ-TV Hollywood newsreel editors have named IATSE Motion Picture Editors Local 776 as their bargaining agent in an NLRB election by a 4-1 vote, bypassing IBEW, which contested the former group's claim last January in a local hearing and in an appeal to the NLRB in Washington. NLRB ruled the IBEW contract for engineers does not bar a separate unit for editors. The IATSE local also has representation in ABC-TV, CBS-TV and KTTV (TV) Hollywood.

L.A. Publicists Organize

ORGANIZATION, as yet unnamed, of local publicists is being spearheaded by Howard Wormser, publicity director of KTLA (TV) Hollywood, to better formulate working relationship with the press. The first meeting April 20 was attended by Bobbe Valentine, KTTV (TV), Robert Pelgram, KNBH (TV), Bud Coulson, KHJ-TV, and Leo Guild, KLAC-TV.

Publicists Vote for NABET

NATIONAL Assn. of Broadcast Engineers & Technicians by a unanimous vote (19) last Monday won representation of ABC and NBC Hollywood publicity units in an election ordered by the National Labor Relations Board.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

THEY'RE BUYING and LISTENING To Radio IN RADIO STATION WSAZ'S 28 COUNTY BMB AREA

•

30,821* RADIO SET SALES IN 1952

NOT INCLUDING AUTOMOBILE RADIOS!

•

*SOURCE: RADIO and TELEVISION MFG. ASSOC.

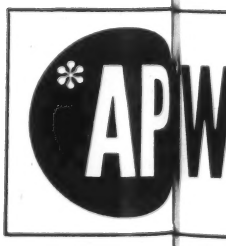
•

National Representatives:
THE KATZ AGENCY
OR: C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

The Answer to Picturing Spot News



For further information . . . or a demonstration . . . write or wire

XUM

You know, viewers know, sponsors know, that nothing on television has greater impact and interest than the picturing of spot news while it is still news.

You know, viewers know, sponsors know, that nothing is more deadly on television than yesterday's news. Yet, many television stations are still beset with the dilemma of picturing spot news quickly after it occurs, irrespective of where the news may break.

won TV ...While It Is Still Spot News

In an effort to solve the dilemma, many stations have tried many methods. They are finding that there is only one practical answer. That answer is concentrated use of a spot photograph service that not only covers the news of each area and of the world, but also delivers that coverage quickly over a nation-wide wire network — often minutes after the event occurs.

For the fastest, most comprehensive* visual news coverage in the world, more and more TV stations are turning to Associated Press Wirephoto. They are making it possible for their audiences to receive the full impact and interest of spot news while it is still spot news — and they are doing it dramatically and economically.

Perhaps you can do the same.

P WIREPHOTO

A full-time, high fidelity, nation-wide network, transmitting domestic pictures from over 200 sending points in the United States — relaying foreign pictures received via radio from AP Wirephoto networks in Europe, Asia and South America.

e or w TELEVISION DIVISION **THE ASSOCIATED PRESS** 50 Rockefeller Plaza, New York 20, N. Y.

XUM

Upcoming Events

May 4: Educational TV meeting, co-sponsored by National Citizens Committee for Educational TV and Joint Committee on Educational TV, Washington.

May 5-8: 38th annual meeting, Canadian Assn. of Advertisers, Royal York Hotel, Toronto.

May 6: Hearing on baseball's 1 (d) rule, Senate Commerce Subcommittee, Room 134, Senate Office Bldg., 10 a.m.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 16: Calif. AP Radio Assn., annual meeting, Hollywood Brown Derby.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 21: Awards dinner, Chicago Federated Advertising Club, Chicago.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Fla.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

$'s Go Further, Do More, on WLW radio

. . . because of the promotion, exploitation and merchandising by WLW's client service department

1953 Telecasting Yearbook Addenda

CHANGES and additions received after the 1953 TELECASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

Page 39—Under Television Station Representatives and Stations Represented, change Weed & Co. to read: WEED TELEVISION. Change list of offices and personnel to read: New York 22—501 Madison Ave., Tel.: Plaza 3-4617, manager, Peter B. James; Chicago 1—203 N. Wabash Ave., Tel.: Randolph 6-9092, manager, Clay H. Rossland; Detroit 26—Book Bldg., Tel.: Woodward 1-2685, manager, Bernard P. Pearse; San Francisco 4—68 Post St., Tel.: Yukon 6-1899, manager, Donald Staley; Boston 16—Statler Bldg., Tel.: Hubbard 2-5677, manager, Robert Reardon; Hollywood 28—6331 Hollywood Blvd., Tel.: Hillside 8611, manager, Lincoln Simonds; Atlanta 3—Palmer Bldg., Tel.: Cypress 4081, manager, George R. Swearingen Jr.
Under list of stations represented, ADD: WKNA Charleston, W. Va.; WBKZ (TV) Battle Creek, Mich.; KCJB-TV Minot, N. D.; WIRK-TV West Palm Beach, Fla.; KGGM-TV Albuquerque, N. M.; XETV (TV) Tijuana, Mex. (San Diego). DROP: WTVS (TV) Gadsden, Ala.; KFBB-TV Great Falls, Mont.; WWNY-TV Watertown, N. Y.

Page 44—Under FCC Executives & Staff, Field Engineering and Monitoring Bureau, insert: Washington Departmental Staff for this Bureau with headquarters in Briggs Bldg., 415 22d St. N.W., Washington, D. C. Staff of Bureau headquarters should read: George S. Turner, Chief; Anne M. Ignatowich, secretary; Room 205. Frank M. Kratokvil, Assistant Chief; Room 202. John H. McAllister, Attorney Advisor; Room 203. E. O. Ansell, Administrative Assistant; Room 203. Field Operating Division—Frank M. Kratokvil, Chief; Carolyn B. Bailey, secretary; Room 202. Engineering Division—George L. Jensen, Chief; Ida Goldberg, secretary; Room 103. Antenna Survey Branch—Noble C. Shumway Jr., Chief. Inspection and Examination Division—S. W. Norman, Chief; Elva Mae Parks, secretary; Room 102. Monitoring Division—Irving L. Weston, Chief; Lenore M. Frank, secretary; Room 201. Also add District Office No. 24 at Washington, D. C., with Engineer in Charge Alfred H. Kleist, 104 Briggs Bldg., 415 22d St. N. W.

Page 71—Under Connecticut Television Stations, add under Bridgeport, WICC-TV, Executives: Jay Hoffer, Merchandising and Promotion Director.

Page 81—Under Florida Television Stations, Jacksonville, WMBR-TV, add under Executives: Glenn Marshall Jr., President, WMBR Div.

Page 127—Under Michigan Television Stations, Grand Rapids, WOOD-TV, change starting date to Began Operation August 1949.

Page 164—Under North Carolina Television Stations, Greensboro, WFMY-TV, add under TV Network Affiliation: CBS-TV (basic).

Page 182—Under Ohio Television Stations, Youngstown, WFMJ-TV, change: Licensee to Vindicator Printing Co.; Phone to Riverside 3-4121; starting date to Began Operation March 8, 1953. Add to Executives: Ronald W. Richards, Program Manager; Frank A. Dieringer, Chief Engineer; Alan Southmayd, Film Director. Change: Consulting Engineer to A. Earl Cullum.

Page 202—Under Pennsylvania Television Stations, Pittsburgh, WDTV (TV), change: Under Executives, George B. Bregge, Sales Director, to George Baren Bregge, Sales Director. Change Rate Information to read: Class A hour rate—$1200. Minute spot—$190. Frequency discounts up to 20%. (From Rate Card No. 8, April 1, 1953).

Page 206—Under Pennsylvania Television Stations, Scranton, WTVU (TV), Change: Address to First National Bank Bldg.; Effective Radiated Powers to Visual, 22.5 kw, Aural, 11.25 kw; Antenna Height to above average terrain, 1,700 ft., above ground, 340 ft. Studio Address to First National Bank Bldg.

Page 213—Under Tennessee Television Stations, Memphis, WHBQ-TV, delete reference to outlet as an Educational-Noncommercial station. This station is a commercial outlet on commercial vhf Ch. 13, although the licensee is a nonprofit educational institution.

Page 250—Under Wisconsin Television Stations, Milwaukee, WTMJ-TV, Change Effective Radiated Powers to 100 kw Visual, 50 kw aural.

Page 263—Under Distributors of Film for Television, add: GUILD FILMS CO INC., 510 Madison Ave., New York 22. Tel.: Murray Hill 8-5365; Reub Kaufman, president. SERVICES: Sales, production and distribution of TV Film and packages. BRANCH OFFICES: 5746 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-5456; Will Lane, administrative asst. 20 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-4146; Robert C. De Vinny, Midwest sales manager. 1515 Euclid Ave., Cleveland 15; Tel.: Superior 1-9829; Robert Blair, sales representative.

Page 264—Under Distributors of Film for Television, add: PEERLESS TELEVISION PRODUCTIONS INC., 1041 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Granite 5111; Maurie Gresham, general sales manager.

Page 275—Under Television Program Production and Related Services, add: GUILD FILMS CO. INC., 510 Madison Ave., New York 22; Tel.: Murray Hill 8-5365; Reub Kaufman, president. SERVICES: Sales, production and distribution of TV films and packages. BRANCH OFFICES: 5746 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 9-5456; Will Lane, administrative asst. 20 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-4146; Robert C. De Vinny, Midwest sales manager. 1515 Euclid Ave., Cleveland 15; Tel.: Superior 1-9829; Robert Blair, sales representative.

Page 281—Under Television Program Production and Related Services, add: PEERLESS TELEVISION PRODUCTIONS INC., 1041 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Granite 5111; Maurie Gresham, general sales manager.

Page 363—Under Services Related to the Business of Telecasting, add: DORRANCE AND CO., 32 E. 39th St., New York 16; Tel.: Murray Hill 5-4784. Promotion service and counsel. *Officers:* Dick Dorrance, president.

Page 378—Under Processing Line for Television Applicants, Group A-2, No. 36, Brownsville-Harlingen-Weslaco, Tex., change entry under PENDING applications for Ch. 4 to read Rio Grande TV Corp., Harlingen, instead of Rio Grande TV Corp., Weslaco.

Page 404—Under Foreign Television Stations, Mexico, Tijuana, XETV (TV), change ownership to read: Owned 50% by George Rivera and 50% by Emilio Azcarraga, instead of control by Azcarraga-O'Farril interests. Change U. S. representative to read Weed Television, instead of Edward Petry & Co.

Conelrad Manual BC-3 for Broadcast Stations in the Continental U. S. A.

TO: Licensees of All Standard, FM and TV Broadcast Stations Located Within the Continental Limits of the United States.
SUBJECT: Control of Electromagnetic Radiations (CONELRAD)

I. **OBJECTIVE:**

A) To provide for transmission of a "Radio Alert to all Standard, FM and TV broadcast stations during periods of imminent air attack when directed by proper military authorities.

B) Upon receiving the "Radio Alert" to require immediate action on the part of all Standard, FM and TV Broadcast stations to comply with CONELRAD Rules.

C) To provide for transmission of an "All Clear" signal to terminate the radio alert and authorize all stations to return to normal operation.

II. **"RADIO ALERT" PROCEDURE:**

A) **Alert Initiated By:**

1) Commanding Officer of the Air Division (Defense) or higher military authority.

B) **Alerting Method:**

1) The Commanding Officer at the Air Defense Control Center (ADCC) concerned will initiate the CONELRAD "Radio Alert" by giving notice thereof to Basic Key Stations by means of private wire or toll terminal telephone. The CONELRAD "Radio Alert" will then be disseminated by Basic Key Stations in accordance with outstanding instructions.

2) Basic Key, Relay Key and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD "Radio Alert" procedures for the system in use at that station. These instructions must be followed

for acknowledgment and further dissemination of the "Radio Alert".

Each notified "Basic Key," "Relay Key" or "Skywave Key" station will immediately proceed as follows:

(a) Discontinue normal program.
(b) Cut the transmitter carrier for approximately 5 seconds.
(c) Return carrier to the air for approximately 5 seconds.
(d) Cut transmitter carrier for approximately 5 seconds.
(e) Return carrier to the air.
(f) Broadcast 1000 cycle (approx.) steady state tone for 15 seconds.
(g) Broadcast the CONELRAD "Radio Alert" message.

CONELRAD RADIO ALERT MESSAGE

"We interrupt our normal program to cooperate in Security and Civil Defense measures as requested by the United States Government.

This is a CONELRAD Radio Alert. Normal broadcasting will now be discontinued for an indefinite period.

Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver.

I repeat—

This is a CONELRAD Radio Alert. Normal broadcasting will now be discontinued for an indefinite period.

Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver."

NOTE: Civil Defense information may be broadcast after the above message is transmitted if so requested by Civil Defense authorities — Provided the total time for the above message plus the Civil Defense message does not exceed 1 minute.

(h) Remove transmitter carrier from the air for the duration of the alert, or, if authorized, proceed as in Part VI below.

4) Each broadcast station Standard, FM and TV not alerted by telephone will be alerted by means of radio monitoring of designated key stations. Upon receiving, in this manner, the alert message shown under II. B. 3 (g) above, each such station shall immediately proceed as follows:

(a) Discontinue normal program.
(b) Cut the transmitter carrier (Sound carrier on TV) for approximately 5 seconds.
(c) Return carrier to the air for approximately 5 seconds.
(d) Cut transmitter carrier for approximately 5 seconds.
(e) Return carrier to the air.
(f) Broadcast 1000 cycle (approx.) steady state tone for 15 seconds.
(g) Broadcast the CONELRAD Radio Alert message.

CONELRAD RADIO ALERT MESSAGE

"We interrupt our normal program to cooperate in Security and Civil Defense measures as requested by the United States Government.

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Civil Defense information will be broadcast in most areas at 640 or 1240 on your regular radio receiver."

NOTE: Civil Defense information may be broadcast after the above message is transmitted if so requested by Civil Defense authorities—Provided the total time for the above message plus the Civil Defense message does not exceed 1 minute.

A similar printed message may be transmitted over the video transmitter of TV stations.

III ALERT MONITORING

A) All Standard, FM and TV broadcast stations are required to install radio equipment to receive, at the transmitter control location, the radio alert broadcast from key stations. The receiving equipment must be adequate to receive the alert message in a satisfactory manner. (Sec. 3.931)

The receiver may be of a regular broadcast type for continuous aural monitoring or may be equipped to operate in an automatic manner from the key stations carrier break, or transmission of a 1000 cycle (Approx.) tone or a combination of both.

All automatic type receivers must have adequate warning devices to attract the attention of the operator so that he will be ready to receive a "Radio Alert" message.

B) Standard, FM and TV broadcast stations that normally receive the radio alert by telephone, unless specifically exempted, must in addition monitor, aurally or by automatic means, a key station in order that the radio alert may also be received by radio broadcast.

NOTE: It is mandatory that all Standard, FM and TV broadcast stations provide a suitable means for receiving the Radio Alert by radio broadcast unless specifically exempt.

C) Specific information relative to alerting and alert receivers may be obtained from the CONELRAD Zone Supervisor whose address is listed in this Manual.

D) Each station will be supplied with a list of Skywave Key stations at least one of which must be monitored when the regularly used key stations are not on the air.

E) All Standard, FM and TV broadcast stations while they are on the air must, unless specifically exempted, monitor a key station either aurally or by automatic means.

F) All Standard, FM and TV Broadcast stations must monitor a Key Station before going on the air to insure that a Radio Alert is not in progress.

NOTE: A station need only monitor during the period that it is on the air or preparing to go on the air.

G) All Standard, FM and TV Broadcast Stations during the Radio Alert period whether operating in the CONELRAD system or remaining silent will continue to monitor a designated Key Station channel in order that the Radio All Clear may be received.

NOTE: During Radio Alert periods, stations not operating in the CONELRAD system need only monitor during the period of their normal broadcast day.

H) Standard, FM and TV Broadcast stations will take action under subpart G of the Rules only when the Radio Alert or Radio All Clear is issued by the means prescribed in Sections 3.930 through 3.940 of the rules.

An Air Defense Warning Red, Yellow and All Clear may be disseminated to the public by means of Civil Defense facilities. CONELRAD action for broadcast stations should not be initiated or terminated as a result of the receipt of these warnings to the general public.

IV RADIO ALL CLEAR PROCEDURE

A) **All Clear Initiated By:**

1) Commanding officer of the Air Division (Defense) or higher military authority.

B) **All Clear Dissemination:**

1) The Commanding Officer at the ADCC concerned will signal the All Clear by giving notice thereof to Basic Key stations by means of private wire or toll terminal telephone.

2) Basic Key, Relay Key and Skywave Key broadcast stations have been provided with instruction cards for CONELRAD Radio All Clear procedures for the system in use at that station. These instructions must be followed for acknowledgment and further dissemination of the CONELRAD Radio All Clear.

Each Basic Key, Relay Key and Skywave Key station will, upon receipt of the ALL CLEAR:

(a) Immediately arrange to broadcast the CONELRAD Radio All Clear message over the cluster with which the station is associated as soon as possible: (If the station is not associated with a cluster this will be disregarded).

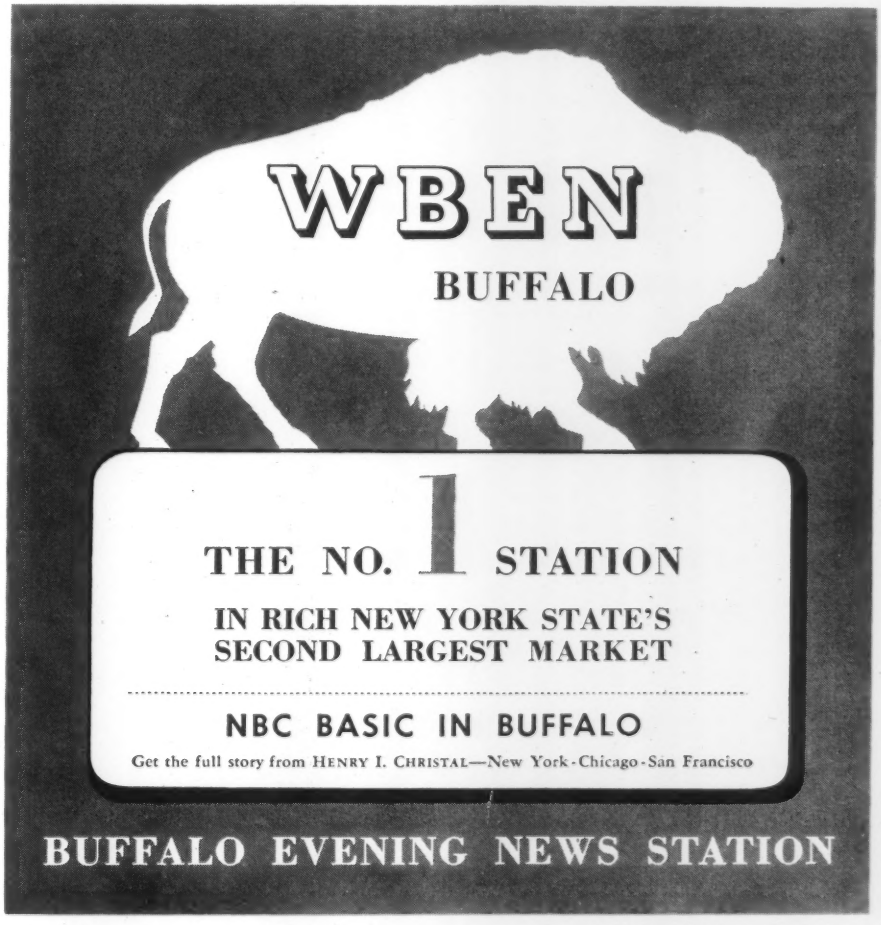
CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear
Resume normal operation.

I repeat—

CONELRAD Radio All Clear
Resume normal operation."

(b) Return to operation on its regular-


WBEN
BUFFALO
THE NO. 1 STATION
IN RICH NEW YORK STATE'S
SECOND LARGEST MARKET
NBC BASIC IN BUFFALO
Get the full story from HENRY I. CHRISTAL—New York-Chicago-San Francisco
BUFFALO EVENING NEWS STATION

ly assigned frequency and broadcast the CONELRAD Radio All Clear message.

3) Each Standard, FM and TV broadcast station upon receiving the CONELRAD Radio All Clear message will return to normal operation in accordance with its regular authorization and broadcast the CONELRAD Radio All Clear message on its regularly assigned frequency.

CONELRAD RADIO ALL CLEAR MESSAGE

"CONELRAD Radio All Clear
Resume normal operation.

I repeat—

CONELRAD Radio All Clear
Resume normal operation."

NOTE: Each cluster will arrange to broadcast the CONELRAD Radio All Clear message before discontinuing cluster operation.

4) In all cases immediately before broadcasting the CONELRAD Radio All Clear message an attention signal consisting of 1000 cycles (approx.) tone beeps for 15 seconds should be broadcast.

V. **GENERAL ALERTING INFORMATION**

1) If in doubt about a CONELRAD Radio Alert or All Clear monitor other Basic, Relay or Skywave Key stations. During a Radio Alert, broadcast stations in your air division will be operating on 640 kc or 1240 kc **only.**

2) It is the responsibility of the station licensee to receive the Radio Alert and act in accordance with CONELRAD Rules and Regulations.

VI. **CONELRAD OPERATING PROCEDURE**

A) **Cluster Operation:**

Stations so authorized may operate in a sequential manner in clusters during the Radio Alert period.

1) Cluster operation will take place in accordance with the station's CONELRAD authorization, on 640 and/or 1240 kc.

2) In the sequential mode of cluster operation, the stations are arranged by the Commission into groups or clusters, consisting of two or more stations, located in one or more municipalities, counties or states. All stations of a particular cluster will use the same system frequency, i.e., 640 kc or 1240 kc, or both of these frequencies, and all will have power which is properly adjusted throughout the cluster. Each station of the cluster, one at a time, in a non-cyclical sequence, will go on the air for a random period varying generally from 5 to 40 seconds. As one station goes off the air and another goes on, there should be no appreciable "lost-air" time or carrier over-lap. All stations of a given cluster carry the same program. There should be no appreciable interruptions of program as one station follows another on the air in sequence.
Program lines, and sequential control lines (in some cases a single line may serve both purposes), are provided to stations of the cluster. The specific means (manual, mechanical, electronic, etc.) for controlling sequential switching of one station to another may vary among clusters. The particular means used by a given cluster will be mutually agreed upon between the member stations of that cluster and the Commission. Through similar agreement, each cluster will be provided with a suitable means for accomplishing responsible self-supervision and self-coordination of effort.

NOTE: Generally the normal operating power of the station, if 5 kw or under, will be satisfactory. However, the Zone Supervisor is authorized to specify the operating power (within the capability of the transmitter) of any station to satisfactorily meet CONELRAD requirements.

B) **SINGLE STATION OPERATIONS:**

Stations so authorized may operate in the on/off mode during the Radio Alert period.

1) The on/off mode of operation will take place in accordance with the station's CONELRAD authorization, on 640 and/or 1240 kc.

2) In the on/off mode of operation each station is assigned one or both of the system frequencies, 640 kc and 1240 kc by the Commission, and its power is properly adjusted by the Commission to achieve CONELRAD objectives. The on-air time of each station which operates individually is of the order of 10 seconds, and the intervening time is of the order of 30 minutes. For all but isolated stations the on-air time will be 10 to 30 seconds and the off-air time approximately 2 to 6 minutes. The specific periods for on-air and off-air time will be designated for each station concerned by the Zone Supervisor.

3) Stations using the on/off mode of CONELRAD operation will operate using the designated "on" and "off" air periods regardless of whether program material is transmitted or not.

C) **Pulsating Operation:**

Except in special cases stations will not be authorized for this type of operation.

D) **Synchronous Mode:**

Except in special cases stations will not be authorized for this type of operation.

E) **Daytime and Limited Time Standard Broadcast Stations:**

These stations may operate on a CONELRAD frequency at any time of the day or night while a Radio Alert or an official CONELRAD test is in progress in accordance with the station's CONELRAD authorization and CONELRAD Rules and Regulations.

F) **Power:**

The power of each station operating in the CONELRAD System shall be in accordance with its CONELRAD authorization. The power will normally be 5 kw or less radiated power. Regulations regarding power tolerances will not apply during a CONELRAD operation.

G) **Antennas:**

A temporary antenna may be used if desired provided it complies with the requirements of Part 17 of the Commission's Rules regarding antenna structures.

H) **Frequency Stability:**

Transmitters used in CONELRAD operations should maintain a frequency stability within ± 50 cycles of the assigned CONELRAD frequency, 640 or 1240 kc. No frequency monitor is required.

I) **Transmitter Construction:**

Transmitters used in CONELRAD operations must meet the "Safety of Life" requirements of paragraphs 12 (B) and 12 (C) of the Standards of Good Engineering Practice Concerning Standard Broadcast Stations. When operating in CONELRAD, stations will not be required to meet the other provisions of the Standards of Good Engineering Practice (i.e., audio distortion, extraneous noise level, modulation capability, etc.).

J) **After the Close of the Broadcast Day:**

CONELRAD operating methods after the close of the broadcast day will be the same as for the broadcast day.

1) Many stations will not have personnel at the transmitter after the close of the broadcast day; therefore, arrangements should be made by each station participating in the CONELRAD operating phase to notify personnel and put the station on the air in accordance with CONELRAD requirements as soon as possible.

2) It is desirable that a means be "set up" locally to disseminate the Radio Alert to off-duty personnel in order that a maximum CONELRAD operating system can be effected as soon as possible.

Example:

Assuming a station authorized to operate in a cluster has completed its normal broadcast day and is off the air when a Radio Alert is called the following applies:

1) It is **not** required that an operator be retained at the transmitter during periods when the station is not "on the Air".

2) Arrangements should be made by the cluster coordinator or other individual appointed by cluster member stations to "set up" procedures for notifying station radio operators of stations not on the air.

3) Off air stations should make arrangements to effect operation in accordance with their CONELRAD authorization as soon as possible after a Radio Alert is called.

If a station has a CONELRAD authorization to operate in the on/off mode and is off the air because of completion of its normal broadcast day the following applies:

1) It is not required that an operator be retained at the transmitter during periods when the station is not "on the air".

2) Arrangements should be made by the station licensee or his designate to notify the station radio operators.

3) Off air stations should make arrangements to effect operation in accordance with their CONELRAD authorizations as soon as possible after a Radio Alert is called.

NOTE: It is essential for clusters and on/off mode stations to get on the air in the CONELRAD system with or without a program in order that sufficient deception will be obtained to minimize the air navigation capability.

VII. **CONELRAD TESTS AND DRILLS**

A) **Alerting:**

1) Line tests will be made at regular intervals.

2) Radio tests involving broadcast station transmission of the 5 second carrier breaks and 15 seconds 1000 cycle tone as in paragraph II B, 3a through f will be made occasionally. Specific instructions for tests will be supplied to all key stations by Zone Supervisors.

3) Results of such alert tests will be forwarded by the stations concerned in the manner specified by the Zone Supervisor within 24 hours.

B) **System Operation:**

1) Line checks of sequential and program lines (lines supplied by the government for CONELRAD operation) shall be made at least twice a week by the stations involved. The result of

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he test shall be entered in the station og. The cluster coordinator or other esignated person will submit a brief onthly report to the FCC Zone Supervisor on forms supplied, regarding ines, indicating whether or not satisactory service was provided. The Zone Supervisor will supply orms and further instructions in this egard.

NOTE: It is contemplated that this report will consist of nothing more than a signature on a printed form supplied by the FCC.

Until further advised, full CONELRAD drills are not contemplated ither during the broadcast day or he experimental period.

VIII. ADDRESSES OF SUPERVISORS

EASTERN ZONE

Mr. A. Prose Walker
FCC Liaison Officer
Eastern Air Defense Force
Stewart Air Force Base
Newburgh, New York

CENTRAL ZONE

Mr. Ernest C. Thelemann
FCC Liaison Officer
Central Air Defense Force
P. O. Box 528
Kansas City, Missouri

WESTERN ZONE

Mr. Robert D. Linx
FCC Liaison Officer
Western Air Defense Force
Hamilton Air Force Base
Hamilton, California

FCC's Proposed Agreement With Canada on Class II Station Assignments

SUBSTANCE of FCC's proposed additional agreement between the U. S. and Canada with respect to the assignment of Class II stations on the Class I-A clear channels of the other country is as follows:

(1) A Class II station assigned in either country on a channel on which the other country enjoys I-A priority under the NARBA may not radiate toward the common border an unattenuated field having an intensity greater than that indicated on a graph, described in (3) below, during the following periods:

(a) Beginning at local sunrise at the location of the Class II station and ending one and one-half hours after the time of sunrise at the geographical mid-point between the Class II station and the nearest station on the channel in the country having I-A priority.

(b) Beginning one and one-half hours before the time of sunset at the geographical midpoint between the Class II station and the nearest station on the channel in the country having I-A priority, and ending at local sunset at the location of the Class II station.

(2) These periods are established for each month on the basis of sunrise and sunset times for the fifteenth day of that month, adjusted to the nearest quarter-hour points.

(3) During the periods defined above, the maximum permissable radiation from a Class II station toward any point on the common border will be determined by the distance of the station from the nearest point on that border, in accordance with a graph described below:

(a) The two coordinates of the linear graph are:

(1) Distance from the nearest point of the border in miles.

(2) Maximum permissable radiation toward any point on the border in millivolts per meter at one mile.

(b) A straight line, drawn through points having coordinates of zero radiation-200 miles, and 400 millivolts per meter at one mile radiation-650 miles, indicates the maximum permissable radiation for a station at any given distance from the border.

The effect of this agreement on existing and proposed stations in this country on Canadian I-A channels would be as follows:

(1) With one exception, to be considered separately, no existing station need modify its present authorized conditions of operation to conform to these requirements.

(2) Applications for new facilities or changes in existing facilities may be granted if they satisfy the above criteria, in addition to other requirements for such stations.

(3) An application not meeting the above criteria, will be referred to the Canadian Government for comment. If that Government finds no serious problem presented by the application on the basis of present or projected use by Canada of its I-A channel and so advises the United States, the application will not be considered ineligible for grant under the provisions of the agreement here involved.

FCC Rules Change On Revocation, Cease and Desist Orders

HERE is the text of FCC's change in Part 1 of its rules and regulations to establish procedure to be followed in instituting proceedings for revocation of station licenses and construction permits and the issuance of cease and desist orders consistent with the McFarland amendments to the Communications Act [B•T, April 20]. The revision is effective immediately.

Part 1—Rules Relating to Practice and Procedure is amended as follows:

The heading preceding Section 1.401 is amended to read:

PROCEDURE WITH RESPECT TO REVOCATION AND MODIFICATION OF STATION AUTHORIZATIONS, ISSUANCE OF CEASE AND DESIST ORDERS, AND SUSPENSION OF RADIO OPERATOR'S LICENSES.

Section 1.402 is amended to read:

Section 1.402. Revocation of Station Licenses and Construction Permits and Issuance of Cease and Desist Orders—

(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, in person or by his attorney, shall within 30 days of the receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

(d) The hearing on the matter specified in the order to show cause, and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding as the case may be; *Provided*, that where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the submitting party to furnish additional information under oath, or if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.[12]

(h) Any order of revocation or cease and desist order issued pursuant to this Section shall include a statement of the findings and the grounds and reasons therefor and specify the effective date of the order, and shall be served on said licensee, permittee or person.

[12] See Sections 1.853-1.857 of the Rules.

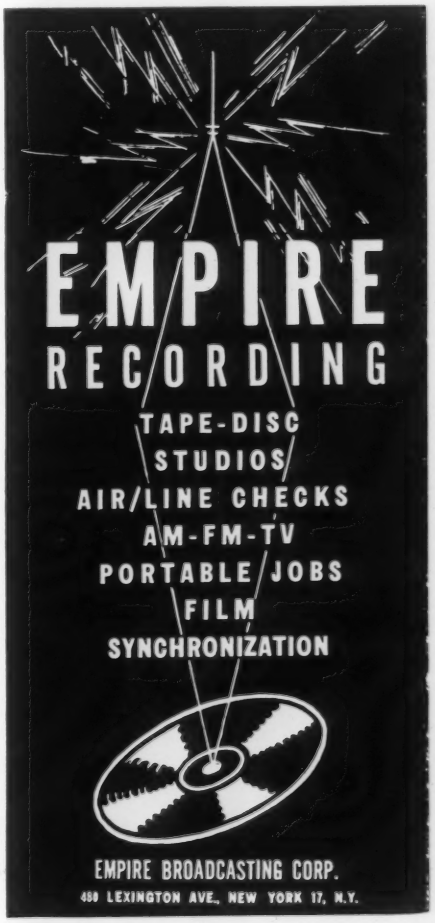
New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Unknown	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....



Location & Channel	Date Granted & Target for Start	Network Representative
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53	.....
Rudman TV Co., Bismarck, N. D. (12)	Late Summer-Early Fall, '53 3/4/53 Late Summer-Early Fall, '53	Blair TV ....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53	.....
Sparton Bcstg. Co., Cadillac, Mich. (13)	Unknown 4/8/53 Nov. '53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	..... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	..... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	..... Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 7/20/53	..... Forjoe
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cook
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	....
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	....
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 July '53	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
Tri-City Bcstg. Co., Wheeling, W. Va. (7)	4/22/53 Late Fall '53	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....

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ACTIONS OF THE FCC

April 23 through April 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. EP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 29

	On Air	Licensed	CPs	Appls. Pend. ing	In Hearing
AM	2,427	2,414	156	245	91
FM	606	569	54	9	1

Television Station Grants and Aplications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	115[1]	220	335[1]
Educational	2	13	15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	140	28	168

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	763	337	613	450	1,100[2]
Educational	24		7	4	24
Total	787	337	620	504	1,124[3]

[1] One CP has been returned.
[2] One applicant did not specify channel.
[3] Includes 350 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

San Francisco, Calif.—S. H. Patterson (KSAN). Granted uhf Ch. 32 (578-584 mc); ERP 81 kw visual, 46 kw aural; antenna height above average terrain 1030 ft., above ground 522 ft. Estimated construction cost $178,136, first year operating cost $225,000, revenue $300,000. Post office address 1355 Market St., San Francisco. Studio location 1355 Market St. Transmitter location 26th between Buchanan & Hoffman. Geographic coordinates 37° 55' 36" N. Lat., 122° 26' 32" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Reed T. Rollo, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is owner of KSAN San Francisco, KJAY Topeka, Kan., and has real estate holdings in California and the Midwest. City priority status: Gr. B-5, No. 212. (BPCT-1646). Granted April 29.

Richmond, Ky.—Blue Grass TV Co. (WFTM Maysville, Ky.). Granted uhf Ch. 60 (746-752 mc); ERP 81 kw visual, 47 kw aural; antenna height above average terrain 550 ft., above ground 539 ft. Estimated construction cost $159,493, first year operating cost $140,000, revenue $160,000. Post office address c/o J. W. Betts, Tobacco Square, Maysville, Ky. Studio and transmitter location 2.2 mi. N. of town on U. S. Rt. 25. Geographic coordinates 37° 46' 54" N. Lat., 84° 19' 34" W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include general partners **J. W. Betts** (14.2%), general manager WFTM; **Charles P. Clarke** (42.8%), president, Standard Tobacco Co., and **J. M. Finch Jr.** (42.8%), secretary-treasurer Standard Tobacco Co. Standard Tobacco Co. is applicant for uhf Ch. 24, Maysville, Ky. City priority status: Gr. A-2, No. 516. (BPCT-1649). Granted April 29.

Call Letters Assigned

WBLN (TV) Bloomington, Ill.—Cecil Roberts, uhf Ch. 15.

WSIL-TV Harrisburg, Ill. — Turner-Farrar Assn., uhf Ch. 22.

WMIN-TV St. Paul—WMIN Bcstg. Co., vhf Ch. 11.

KHQA-TV Hannibal Mo.—Courier-Post Pub. Co., vhf Ch. 7. Changed from KHMO-TV.

KXLF-TV Butte, Mont.—TV Montana, vhf Ch. 6.

WROW-TV Albany, N. Y.—Hudson Valley Bcstg. Co., uhf Ch. 41.

WGVT (TV) Rochester, N. Y.—Genesee Valley TV Corp., uhf Ch. 27.

KTVQ (TV) Oklahoma City—Oklahoma County TV & Bcstg. Co., uhf Ch. 25.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co., vhf Ch. 9.

KTVP (TV) Houston—Uhf TV Co., uhf Ch. 23.

Applications

Phoenix, Ariz.—Desert Adv. Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,630.5 ft., above ground 202 ft. Estimated construction cost $355,875, first year operating cost $410,000, revenue $450,000. Post Office address 301 W. Van Buren St., Phoenix. Studio location 330 N. 3d Ave., Phoenix. Transmitter location atop Salt River Mtn. in S. Mountain Park, Phoenix. Geographic coordinates 33° 20' 1" N. Lat., 112° 3' 44" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include General Partners **H. R. Askins** (30%), auto supply dealer; **William Boutell** (20%), investor; **Eldon Rempfer** (20%), industrial equipment wholesaler; **Jack P. Stewart** (15%), automobile dealer and builder, and **Spencer Stewart** (15%), auto dealer and water utility owner. City priority status: Gr. B-4, No. 200. Filed April 23.

Oak Hill, W. Va.—Robert R. Thomas Jr., vhf Ch. 4 (66-72 mc) (assigned Fayetteville); ERP 26.09 kw visual, 15.65 kw aural; antenna height above average terrain 738 ft., above ground 583 ft. Estimated construction cost $160,703, first year operating cost $100,000, revenue $150,000. Post Office address P. O. Box 251, Oak Hill. Studio location 0.7 mi. S. of Oak Hill on U. S. Hwy. 19 & 21. Transmitter location 0.74 mi. NW of Fayetteville, main Post Office on dirt road. Geographic coordinates 38° 3' 31" N. Lat., 81° 6' 55" W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include Mr. Thomas, who owns WOAY-AM-FM Oak Hill. City priority status: Gr. A-2, No. 1007-A. Filed April 24.

Peoria, Ill.—C. Wayland and Mary Brooks d/b as Brookwell Enterprises, vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 189.7 kw aural; antenna height above average terrain 1,000 ft., above ground 940 ft. Estimated construction cost $620,235, first year operating cost $457,763, revenue $529,647. Post office address 38 S. Dearborn St., Chicago. Studio location "to be determined," Peoria. Transmitter location S. of U. S. Hwy. 150, 3.5 mi. E. of center of Morton, Ill. Geographic coordinates 40° 36' 48" N. Lat., 89° 23' 44" W. Long. Transmitter and antenna RCA. Legal counsel Scharfield, Jones & Baron, Washington. Consulting engineer George C. Davis, Washington. Principals include **Mr. Brooks,** who is former senator from Illinois. He is now a lawyer and farmer. **Mrs. Brooks** also operates a farm. City priority status: Gr. A-2, No. 24. Filed April 28.

Applications Amended

Champaign, Ill.—Champaign-Urbana TV Inc. Seeks to correct geographic coordinates in bid for uhf Ch. 21 to 40° 11' 42" (from 45") N. Lat., 88° 22' 25" W. Long. Filed April 28.

Evansville, Ind.—WFBM Inc. Seeks to amend application for vhf Ch. 7 (BPCT-1131) to relocate transmitter from Lakeview Blvd. and Barker Ave., Evansville, to Lincoln Ave. and Grimm St., near Newburgh. Change antenna height above average terrain from 598 ft. to 1,000 ft. Filed April 29.

Ft. Wayne, Ind.—James Flemming and **Paul McNutt** d/b as **Anthony Wayne Bcstg.** Requests amendment of application for uhf Ch. 69 to boost ERP from 220 kw visual and 132 kw aural to 270 kw visual and 139 kw aural; change transmitters and antenna height above average terrain from 643 ft. to 652 ft.; relocate transmitter from 4 mi. NW of center of Ft. Wayne to Crawford Rd., 2 mi. E. of U. S. Hwy. 27. Filed April 24.

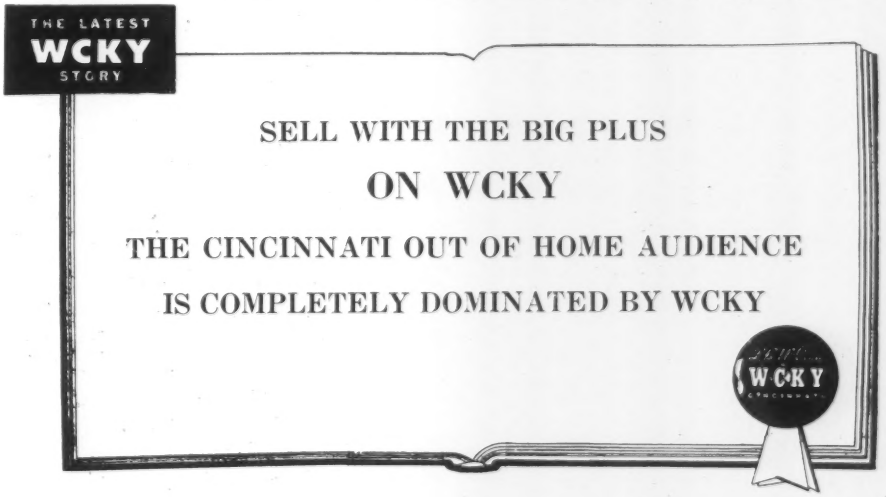
Bogalusa, La.—Enterprise Pub. Co.—Seeks to amend application (BPCT-1487) to change channel from 39 to 69. Filed April 29.

Eugene, Ore.—Eugene TV Inc. Request amendment of bid for vhf Ch. 13 (BPCT-1231) to change status of stockholders with other broadcast interests. **Glenn McCormick** (32.3%) (KSLM Salem, Ore., and part owner, KORE Eugene) withdraws and his stock subscriptions assumed by several new parties. **C. H. Fisher** (30%) (50% KUGN Eugene) agrees to divest himself of radio interest in event of grant. Filed April 24.

Shreveport, La.—Shreveport TV Co. Seeks to amend application for vhf Ch. 12 (BPCT-1022) to relocate transmitter from 0.3 mi. E. of State Hwy. 8 and 2 mi. E. of Morringsport, to 15.7 mi. NW of Shreveport; studio from 3318 Line Ave. to 1637 Kings Hwy., Shreveport. Geographic coordinates 32° 40' 30" (from 44") N. Lat., 93° 55' 55" (from 18") W. Long. Antenna height above average terrain from 1207 ft. to 1206 ft. Filed April 29.

Allentown, Pa.—Allentown TV Corp. Seeks amendment to application for uhf Ch. 67 (BPCT-1008) to change ERP from 202 kw visual and 101 kw aural to 216 kw visual and 112 kw aural and increase antenna height above average terrain from 564 ft. to 558 ft. and make equipment changes. Filed April 29.

Knoxville, Tenn.—Mountcastle Bcstg. Co.—Seeks amendment to application for vhf Ch. 6 to change holding of President **Paul Mountcastle** from 100% to 57.1%, and add Executive Vice President **W. H. Linebaugh** (17.1%), minority stockholder WROL.



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CLIFTON, NEW JERSEY

Knoxville, and three minority stockholders. Consideration unspecified. Change transmitter to RCA and relocate studio from 612 Gay St., SW, Knoxville, to 3114 Broadway, NE. Filed April 20.

Existing TV Stations . . .

Decisions

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Granted STA to commence commercial operation on vhf Ch. 12, effective April 20-July 20. Granted April 21.

WTVO (TV) Rockford, Ill.—Winnebago TV Co. Issued STA to commence commercial operation on uhf Ch. 39, effective April 19-29. Granted April 19.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Son. Granted STA to commence commercial operation on vhf Ch. 6, effective April 17-Sept. 17. Granted April 17.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. Granted STA to commence commercial operation on uhf Ch. 49, effective April 17-June 29. Granted April 17.

WKLO-TV Louisville — Mid-America Bcstg. Corp. Granted ERP boost on uhf Ch. 21 from 200 kw visual and 100 kw aural to 215 kw visual and 110 kw aural and relocate transmitter from 547 S. 3d St., Louisville, to Green Valley Rd. and Sky Line Dr., New Albany, Ind. Granted April 22.

WPAG-TV Ann Arbor, Mich. — Washtenaw Bcstg. Co. Issued STA to commence commercial operation on uhf Ch. 20, effective April 20-30. Granted April 20.

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Granted STA to commence commercial operation on uhf Ch. 38, effective April 22-Oct. 22. Granted April 22.

WOR-TV New York—General Teleradio Inc. Granted ERP drop on vhf Ch. 9 from 316 kw visual and 158 kw aural to 130 kw visual and 65 kw aural and relocation of antenna from 72d St. and Palisade Ave., N. Bergen, N. J., to atop Empire State Bldg. Antenna height above average terrain 1,240 ft. Granted April 23.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Granted ERP drop on uhf Ch. 71 from 220 kw visual and 110 kw aural to 175 kw visual and 93 kw aural. Granted April 20.

WEEU-TV Reading, Pa. — Hawley Bcstg. Co. Granted ERP drop on uhf Ch. 33 from 225 kw visual and 120 kw aural to 165 kw visual and 87 kw aural. Granted April 20.

WSLS-TV Roanoke—Shenandoah Life Stations. Granted ERP increase on vhf Ch. 10 from 250 kw visual and 125 kw aural to 295 kw visual and 150 kw aural. Granted April 20.

KVOS-TV Bellingham, Wash. — KVOS Inc. Granted ERP boost on vhf Ch. 12 from 16 kw visual and 8 kw aural to 33 kw visual and 17 kw aural. Granted April 24.

WAFB-TV Baton Rouge—Modern Bcstg. Co. Granted CP (BPCT-1682) to replace expired CP (BPCT-1026) for uhf Ch. 28. Station now operating under special temporary authority. Granted April 29.

WAAM (TV) Baltimore—WAAM Inc. Granted ERP boost on vhf Ch. 13 from 26.1 kw visual and 14 kw aural to 316 kw visual and 158 kw aural. Antenna height above average terrain from 530 ft. to 1,000 ft. Granted April 22.

WBAL-TV Baltimore—Hearst Corp. Granted ERP boost on vhf Ch. 11 from 27 kw visual and 13 kw aural to 316 kw visual and 160 kw aural. Antenna height above average terrain 580 ft. Granted April 22.

Applications

KIVA (TV) Yuma, Ariz., Valley Testg. Co.—Seeks ERP change on vhf Ch. 11 from 29 kw visual and 14.5 kw aural to 29.54 kw visual and 14.77 kw aural and equipment changes. Filed April 21.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties. Requests ERP drop on uhf Ch. 23 from 17.5 kw visual and 9.9 kw aural to 13.8 kw visual and 7.4 kw aural; transmitter relocation from Cedar Hill Rd. and Oak St. to near Kavanough Blvd. and Hillcrest Ave., Little Rock; studio from "to be determined" to 19th and Scotts Sts., Little Rock, and new transmitters and antenna system. Geographic coordinates 34° 45' 41" N. Lat., 92° 19' 47" W. Long. Antenna height above average terrain 603 ft. Filed April 23.

WMAZ-TV Macon, Ga.—Southeastern Bcstg. Co. Seeks modification of CP for vhf Ch. 13 to change visual ERP from 300 kw to 299 kw; locate studio at 0.1 mi. E. of Ga. Hwy. 87, 0.1 mi. S. of Bibb-Twiggs county line and make equipment changes. Filed April 24.

KGGM-TV Albuquerque, N. M.—N. M. Bcstg. Co. Requests modification of CP for vhf Ch. 13 to relocate transmitter from Sandia Crest, 14 mi. NE of Albuquerque to Sandia Crest, 12 mi. NE; studio from Gentry and 4th Sts. to 14th St. and Coal Ave. SW, Albuquerque. Geographic coordinates 35° 12' 40" N. Lat., 106° 26' 57" W. Long. Antenna height above average terrain 4,203 ft. Filed April 23.

WTOB (TV) Winston-Salem, N. C.—Winston-Salem Bcstg. Co. Requests ERP drop on uhf Ch. 26 from 200 kw visual and 100 kw aural to 172 kw visual and 86 kw aural; relocate transmitter and studio to 310 W. 4th St. and 828½ W. 4th St., respectively, and equipment changes. Geographic coordinates 36° 5' 52" N. Lat., 80° 14' 52" W. Long. Antenna height above average terrain 457 ft. Filed April 24.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. Requests ERP boost on uhf Ch. 22 from 210 kw visual and 105 kw aural to 245.2 kw visual and 127.6 kw aural; studio relocation "to be determined" and transmitter to W. side of W. Carlton Rd., 857 ft. N. of Frytown Rd. and new transmitters, antenna and other equipment. Geographic coordinates 39° 43' 20" N. Lat., 84° 15' 38" W. Long. Antenna height above average terrain 835.9 ft. Filed April 24.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. Requests ERP boost on uhf Ch. 46 from 105 kw visual and 55 kw aural to 179 kw visual and 89.5 kw aural and change of antenna system and other equipment. Filed April 22.

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Ark. Seeks modification of CP for uhf Ch. 23 to change ERP from 17.5 kw visual and 9.9 kw aural to 13.8 kw visual and 7.4 kw aural; locate studio at 19th and Scott Sts., Little Rock, and move transmitter to near Kavanaugh Blvd. and Hillcrest Ave., Little Rock; install RCA transmitters and change other equipment. Geographic coordinates 34° 45' 41" N. Lat., 92° 19' 47" W. Long. Antenna height above average terrain 603 ft. Filed April 28.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. Requests modification of CP for uhf Ch. 34 to decrease ERP from 250 kw visual and 130 kw aural to 167 kw visual and 86.5 kw aural and make equipment changes. Antenna height above average terrain 1,007 ft. Filed April 24.

New AM Stations . . .

Call Letters Assigned

KBTO Eldorado, Kan.—O. A. Tedrick, 1360 kc, 500 w daytime.

WEKY Richmond, Ky.—Richmond Bcstg. Co., 1340 kc, 250 w unlimited.

KABQ Albuquerque—KVER Bcstg. Co., 1340 kc, 250 w unlimited. Changed from KVER, effective June 1.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co., 1420 kc, 1 kw daytime.

Application

Morningside, Md.—Harry Hayman, 1570 kc, 250 w daytime. Estimated construction cost $9,420; first year operating cost $28,140; first year revenue $31,200. P. O. address: 4 Duvall St., Washington. Mr. Hayman is an electronics engineer. Filed April 23.

Applications Amended

KNUZ-TV Houston, Tex.—KNUZ TV Co. Seeks to change antenna from RCA to DuMont and antenna height above average terrain from 676 ft. to 681 ft. Assigned uhf Ch. 39. Filed April 20.

Seattle, Wash.—W. Gordon Allen. Seeks to amend application for 630 kc, 1 kw daytime to 1590 kc, 5 kw. Filed April 24.

Application Dismissed

Nashville, Ga.—Little River Bcstg Co. Dismissed application for 980 kc, 1 kw daytime. Dismissed April 29.

Existing AM Stations . . .

Applications

KIFN Phoenix, Ariz.—Western Bcstg. Co. Seeks to change power on 860 kc from 250 w daytime to 1 kw unlimited. Filed April 21.

KXJK Forrest City, Ark.—Forrest City Bcstg. Co. Seeks to change power from 1 kw to 5 kw daytime on 950 kc. Filed April 27.

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WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. Seeks mod. of CP to increase power on 1290 kc daytime, from 500 w to 1 kw. Filed April 2[illegible]

KPAS Portland, Ore.—Broadcasters Ore. Ltd. —Requests CP to change operation on 1410 kc, 1 kw from daytime to unlimited. Filed April 28.

New AM Stations . . .

Call Letters Assigned

KFMI (FM) Lookout Mtn., Colo.—Evert A. Bancker Jr., Class B, Ch. 253 (98.5 mc), ERP 2.25 kw.

Application Amended

Independence, Kan.—Central Bcstg. Co. Seeks to amend application for Ch. 226 (93.1 mc), ERP 326 kw to specify Ch. 228 (93.5 mc). Filed April 27.

Existing FM Stations . . .

Decisions

KITE-FM San Antonio, Tex.—Radio KITE Inc. Granted ERP change from 8.2 kw to 8.3 kw on 97.3 mc. Granted April 21.

WEMP-FM Milwaukee—Milwaukee Bcstg. Co. Granted ERP change from 35 kw to 50 kw; assigned 99.3 mc. Granted April 21.

Applications

WAGA-FM Atlanta—Storer Bcstg. Co. Requests ERP change from 44 kw to 42.8 kw; assigned 103.3 mc. Filed April 24.

WNEX-FM Macon, Ga.—Macon Bcstg. Co. Seeks ERP change from 41 kw to 4.1 kw on 96.9 mc. Filed April 27.

WEBC-FM Duluth, Head of the Lakes Bcstg. Co. Seeks ERP boost from 64 kw to 73.9 kw; assigned 92.2 mc. Filed April 24.

WTMA-FM Charleston, S. C.—Atlantic Coast Bcstg. Co. Requests ERP drop from 49 kw to 14.76 kw; assigned 95.1 mc. Filed April 24.

WKPT-FM Kingsport, Tenn.—Kingsport Bcstg. Co. Seeks ERP change from 4.8 kw to 10 kw on 98.5 mc. Filed April 27.

Deletion

WFMY (FM) Greensboro, N. C.—Greensboro News Co. Granted cancellation of license for Class B FM station on Ch. 247 (97.3 mc), ERP 34 kw, and deletion of call letters. Granted April 21.

Ownership Changes . . .

Decisions

WROM-TV Rome, Ga.—Dean Covington, Edward McKay and Charles Doss d/b as Coosa Valley Radio Co. Granted assignment of CP to WROM-TV Inc., new corporation, and transfer of ⅓ interest from Dean Covington to estate of Leon Covington, deceased, Dean Covington, executor. Granted April 23.

WPFA (TV) Pensacola, Fla.—Southland Telecasters. Granted voluntary assignment of CP for new TV to WPFA-TV Inc. Charles Lamar Jr. retains 100%. Granted April 21.

KTAG (TV) Lake Charles, La.—Southland Telecasters. Granted voluntary assignment of CP for new TV to KTAG-TV Inc. Charles Lamar Jr. retains 100% control. Granted April 21.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

WRAK-TV Williamsport, Pa.—Sun-Gazette Co. Granted voluntary assignment of CP for uhf Ch. 36 to Margaretta Steele, George Joy and Anne Steele Joy, confirming transfer of properties of WRAK-AM-FM made prior to grant of television CP. No consideration. Granted April 21.

WKSR Pulaski, Tenn.—Richland Bcstg. Co. Granted involuntary assignment of license to Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, d/b as Richland Bcstg. Granted April 22.

Applications

KDAS Malvern, Ark.—Malvern Bcstg. Co. Requests voluntary transfer of control to Thomas Alford (currently 20%), who acquires interest of David M. Segal (51%), consideration $15,936; Edward M. Guss (10%) and Leslie Abrahamson (10%), consideration $3,125 each, and Ernest Hackworth (9%), consideration $2,812. Mr. Alford is manager of KTFS Texarkana, Tex. Filed April 24.

WSKB McComb, Miss.—Lester Williams. Seeks voluntary assignment of license to WSKB Inc. Mr. Williams holds 98.5% and three local stockholders have 0.5% each. Consideration unspecified. Filed April 21.

KHMO-TV Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of CP for vhf Ch. 7 to Lee Bcstg. Inc. (WTAD Quincy, Ill.). Consideration $7,580. Courier-Post gets option on 20% interest in WTAD for $100,000 (1,000 shares authorized but unissued), and will assign KHMO-AM license to third party, WTAD guaranteeing $125,000 price. Lee Loomis, president of Lee Radio (KGLO Mason City, Iowa), to sell sufficient Lee Broadcasting stock to Lee Radio to enable it to retain control of WTAD. Lee Bcstg. claims overlapping coverage areas of KHMO-TV and its proposed Quincy outlet. Plans to locate an auxiliary studio in Quincy. WTAD has filed application with FCC for vhf Ch. 10 Quincy, also sought by Quincy Bcstg. Co. Agrees to dismiss this bid should FCC require it to do so. Filed April 23.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. Requests voluntary assignment of license from Sherman (100% owned by Charles Cain) to Howard L. Burris, Air Force colonel. Consideration $25,000. Mr. Cain is entering the Air Force. Filed April 22.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. E. H. Rowley (45%) and Kenyon Brown (5%) seek to transfer their interests to Rowley-Brown Bcstg. Co., which they own. Filed April 27.

WCRW Chicago—Clinton R. White. Seeks voluntary assignment to co-partnership with wife, Josephine A. White. No consideration. Filed April 28.

KJFJ Webster City, Iowa—Jack and Gayle Bladine, Charles and Ruth Warren d/b as Land O' Corn Bcstg. Co. Request assignment of license to new partnership of Mr. and Mrs. Warren and Lloyd and Margaret Karr, attorneys. Mr. and Mrs. Bladine sell their half interest to Mr. and Mrs. Karr for $10,973. Filed April 28.

Oklahoma City—Oklahoma County TV & Bcstg. Co. Requests voluntary assignment of CP for uhf Ch. 25 to Republic TV & Radio Co. Phil Jackson and Clarence Wilson, assignors, receive 12½% interest each for consideration. Additional 2½% each to be purchased. Principals include President **John Esau** (14%), stockholder and manager of KTUL Tulsa and KFPW Ft. Smith, Ark.; Vice President **Frank E. Brown** (14%), oil prospector; Secretary **A. C. Saunders** (14%), attorney; **Frank Smith** (14%), oil prospector; **R. P. Green** (14%), oil prospector. Messrs. Jackson and Wilson are co-owners of KWCO Chickasha, Okla., and KPUY Puyallup, Wash. Filed April 27.

WJET Erie, Pa.—Jet Bcstg. Co. (Myron Jones). Requests voluntary assignment of license to Jet Bcstg. Co. Inc. Mr. Jones will transfer 36.5% to William Flickenstein in payment of $5,000 loan and 12.5% to Frank Dieringer to repay $2,500 loan. Filed April 24.

WKYR Keyser, W. Va.—Glacus G. Merrill. Requests voluntary assignment of license to Potomac State Bcstg. Co. Inc. Mr. Merrill has 95% and his wife 5%. Filed April 27.

Hearing Cases . . .

Decisions

Honolulu.—New TV, vhf Ch. 2. Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (Docket 10475). Designated for hearing May 27.

Ft. Wayne, Ind.—New TV, uhf Ch. 33. Northeastern Ind. Bcstg. Co. (Docket 10299) and News Sentinel Bcstg. Inc. (Docket 10300). FCC Hearing Examiner Fanney Litvin issued initial decision recommending grant to Northeastern. Decision April 22; reported April 24.

Shreveport, La.—New TV, vhf Ch. 3. KTBS Inc. (KTBS) (Docket 10476) and International

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Bcstg. Corp. (Docket 10477). Designated for hearing May 29.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478) and New England Bcstg. Co. (Docket 10479). Designated for hearing May 29.

Chattanooga, Tenn. — New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472: Tri-State Bcstg. Corp. (Docket 10471) and WDEF Bcstg. (WDEF) (Docket 10473). Designated for hearing May 25.

Port Arthur, Tex.—New TV, vhf Ch. 4. Smith Radio Co. (Docket 10352) and Port Arthur College (KPAC) (Docket 10285). FCC by memorandum opinion and order granted petitions of both parties to dismiss application of Jefferson Amusement Co. (BPCT-1440). Decision and announcement April 22.

Stuart, Fla., New AM, 1450 kc, 250 w unl.—Martin County Bcstg. Co. (Docket 10417) Comr. E. M. Webster granted petition for dismissal without prejudice.

New Petitions . . .

April 22

Lancaster, Pa. New TV, vhf Ch. 8. WGAL Inc. (WGAL-TV now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).—Peoples petitions for reconsideration of FCC denial of its motion to enlarge and change issues to include questions of concentration of control of mass media; legal and technical qualifications, and interference with Ch. 12 Wilmington, Del.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (Docket 10439).—WDOD petitions to amend its application to relocate studio.

April 23

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (Docket 10436) and American Colonial Bcstg. Corp. (Docket 10437).—Chief of FCC Broadcast Bureau opposes American petition to amend application to locate transmitter within 200 ft. of antenna of WKAQ-TV (Ch. 2). Mr. Quinones same day filed opposition to American request.

WAIN Columbia, Ky. CP to change from 1 kw daytime on 1270 kc to add 500 w night, non-directional antenna (BP-8779).—WXYZ Detroit petitions for hearing, alleging that modification would interfere with its 5 kw nighttime signal (directional) on 1270 kc.

Fayetteville, W. Va. Amendment of Sec. 3.606 Table of TV Assignments (Docket 10381).—Daily Telegraph Printing Co. (WHIS Bluefield, W. Va.) petitions for reconsideration and stay of assignment of vhf Ch. 4 to Fayetteville.

Paris-Commerce, Tex. New AM, 1450 kc, 250 w unlimited. Memorial Bcstg. Co., Commerce (Docket 10432), and North Star Bcstg. Co. (KPLT Paris, currently on 1490 kc) (Dockett 10433). Harwell V. Shepard (KDNT Denton) petitions to intervene, alleging either would interfere with his signal on 1440 kc, 1 kw day, 500 w DA-N.

April 24

KPLN Camden, Ark. Assignment of CP to D. R. James Jr. (BAP-178). KAMD protests grant of assignment and petitions for hearing on application.

Ft. Wayne, Ind. New TV, uhf Ch. 69. Radio Ft. Wayne (WANE) (Docket 10424) and Anthony Wayne Bcstg. (Docket 10425).—Radio Ft. Wayne moves to dismiss petition to enlarge issues filed by Anthony Wayne to include determination whether Radio Ft. Wayne antenna structure would have improper radiation effect on WANE.

Onondaga, Mich. Amendment of Sec. 3.606, table of TV channel assignments. Triad TV Assn. petitions for assignment of vhf Ch. 10 to Onondaga, now without TV allocation.

Steubenville, Ohio. New TV, vhf Ch. 9. WSTV Inc. (WSTV) (BPCT-1049) and John Osborne (BPCT-1680)—Mr. Osborne petitions to strike WSTV's motion to dismiss his application and grant its bid; and files opposition to motion.

WJET Erie, Pa. Application to change from 1570 kc, 250 daytime to 1400 kc, unlimited (BP-8739).—WJET files opposition to petition of WBNY Albany, N. Y. (1400 kc, 250 w unlimited) for hearing. WJET claims WBNY exhausted opportunity to participate in application on grounds of interference when it opposed similar bid of WPLN Erie (BP-5469) in 1948.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423)—TV Spokane files answer to Mr. Wasmer's opposition to its motion to add issue on engineering proposals.

Superior, Wis-Duluth, Minn. New TV, vhf Ch. 6. Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289); Red River Bcstg. Co. (KDAL Duluth) (Docket 10290), and Ridson Inc. (WDSM Superior) (Docket 10291).—WEBC replies to Ridson opopsition to its petition to amend from Ch. 3 to Ch. 6 and be designated for hearing, claiming Ridson merger with Lake head makes Ridson application new. Also replied to answer of Chief of FCC Broadcast Bureau that its petition be dismissed.

April 27

Denver, Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238)—Metropolitan petitioned for extension until May 6 of deadline for filing its reply to proposed findings of Chief of FCC Broadcast Bureau and KMYR.

Pontiac, Mich. New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346)—WKMH Inc. (WKMF Flint, Mich.), claiming proposed station would interfere with its signal, filed opposition to Mr. Gerity's petition for removal from hearing and grant.

Proposed U. S.-Canada agreement respecting Class II AM assignments to clear channels (Docket 10453)—WGSM Huntington, N. Y., petitioned for extension of deadline for submitting comments from May 1 to May 29.

On April 29 WVOK Birmingham asked that attitude of Canada toward its AM application (BP-8548) be ascertained before consideration of agreement. Brennan Bcstg. Co., Fairfield, Ala., AM applicant (BP-6222), filed similar request. William E. Benns Jr., radio engineer, filed opposition and requested FCC postpone agreement until pending applications are passed or rejected by Canada and applicants permitted to comment after notification.

Portland, Ore. New TV, vhf Ch. 8 Westinghouse Radio Stations (KEX) (Docket 9138); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—Cascade petitioned for reversal of Hearing Examiner Elizabeth C. Smith's denial of its petition for leave to amend its application.

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437)—American moved to strike opposition of Chief of FCC Broadcast Bureau to petition for leave to amend its application regarding transmitter site. Mr. Quinones filed proposed order setting issues of hearing.

Spartanburg, S. C. New TV, uhf Ch. 17—Piedmont Radio Co, Greeneville, S. C. (BPCT-1640) petitioned that competing application of Sterling Testg. Co., Spartanburg, (BPCT-1579) be consolidated with its bid and Sterling application be dismissed.

Chattanooga, Tenn. New TV, vhf Ch. 3. WDOD Bcstg. Co. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 10439) Mountain City filed opposition to WDOD petition to amend application to change studio location. WDOD filed opposition April 28 to Mountain City petition for leave to amend and to presentation of evidence concerning interim operation.

April 28

Rochester, N. Y. New TV, vhf Ch. 10. WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447)—Parties filed joint petition for reconsideration of FCC memorandum opinion and order of April 1 postponing effective date of grant of share-time facilities to them after Federal Bcstg. System (WSAY) filed protest of grant and tendered application for Ch. 10.

Amendment of Sec. 3.606 table of TV assignments, allocating vhf Ch. 4 to Fayetteville, W. Va.—WCAE Pittsburgh petitioned for reconsideration or rehearing, alleging assignment would limit use of Ch. 4 in Irwin for which WCAE has applied.

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Testg. Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Tri-State requested leave to amend its application to show changes in minority stockholders and in directors.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane (KNEW) (Docket 10423)—Mr. Wasmer filed opposition to motion of TV Spokane to delete financial qualifications as a hearing issue.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 12. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246), Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

May 5

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

May 8

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Lancaster, Pa.—New TV, vhf Ch. 8. Pre-hearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

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Help Wanted

We're looking for one voice shows for syndication to local stations. Send samples and ratings, if on air. Box 525W, B•T.

Managerial

Immediate opening for commercial manager of new, fast-growing independent in unlimited midwest market. Must do sales himself and have had previous experience as general or commercial manager. No other need apply. Want to talk future with man who knows radio and can sell. Box 465W, B•T.

Conscientious manager who can sell needed immediately for a New York state local. Give full particulars and salary expected first letter. Box 546W, B•T.

Radio woman with management ability needed by large city indie. Must be able to handle or supervise bookkeeping, have stenographic ability and be general assistant to station manager. Good salary and bonus arrangement for right person, age 30 to 40. Details and photo first letter, please. Box 548W, B•T.

Immediate opening for experienced salesman as commercial manager. Liberal draw against commission. Contact Manager, WAPF, McComb, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced aggressive man who can sell in competitive market. Unlimited prospects and earnings, good promotional backing. Present salesmen have big earnings. Independent 1000 watt progressive station with good things to sell. One of America's most interesting cities, 60,000 population and home of a major college. Liberal draw, wonderful future. Send full information first letter. Box 326W, B•T.

Salesman. $70. salary plus 15% commission, all billing over $1500. Net affiliate, upper midwest. Box 327W, B•T.

Excellent opportunity for medium market salesman. We're a successful, clean, profitable operation—third in state. Looking for top calibre man. Attractive salary, plus commission for good man. If you're looking for permanency, a good job and a good market, this is it. Box 392W, B•T.

Wonderful opportunity for energetic young radio salesman at one of North Carolina's best operated stations in large market, 5000 watts CBS Network. Liberal draw against commissions. Prefer man from North Carolina or adjoining states. Box 411W, B•T.

Radio salesman No. 1 Hooper station in two station market 100,000 population. Only experienced need apply. Box 520W, B•T.

Help Wanted—(Cont'd.)

Salesman who is also good announcer. No "hot shot" but experienced man, good steady worker who can sell and who prefers to work on salary for top wages. Permanent position, good place to live and work. Network station in southwest. Box 529W, B•T.

Good opportunity. Good salary and commission for mature, hard-working salesman in midwest market of nearly quarter million. Number one station. If willing to work and want security this is it. Box 536W, B•T.

Sales manager and salesman needed. Excellent opportunity for experienced, aggressive man. Attractive salary and draw against commission. Expanding market near New York. Permanent for right man. Box 543W, B•T.

Immediate opening for ambitious radio salesman. Excellent future in expanding market. Salary and commission. WBCK AM and TV, Battle Creek, Michigan.

Salesman—$50.00 salary plus 15% commission and incentive commission. Real opportunity for worker. WGAT, Utica, New York.

Wanted—Experienced livewire salesman, must be a producer with no bad habits. Excellent proposition for right man. Write full details to John Greene, Manager, WKMT, Kings Mountain, N. C.

Salesman. Experienced. Write W. C. Porsow, WNAM, Neenah, Wisconsin.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer-engineer immediately, Indiana. Good pay. No floaters. Box 473W, B•T.

Exceptional opportunity for dependable music-minded announcer. Progressive Michigan independent with VHF application. Good pay, pleasant staff, new studios. Send audition, record, photo, job history and first letter to Box 562W, B•T.

Staff announcer for south Texas fulltime independent. Routine announcing—no engineering. Beginner preferred. Frank Wilson, Jr., KCTI, Gonzales, Texas.

Will pay $275 per month to start for experienced announcers. Jim Wilson, KTMC, McAlester, Oklahoma.

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Help Wanted—(Cont'd.)

Your earnings are unlimited if you know farming and radio and can sell. Person must be able to interview farmers on the farm and do some selling. Prefer settled, married man. Send tape or disc, photo and resume in first letter. Bud Pentz, General Manager, KWBE, Beatrice, Nebraska.

Wanted immediately—good hillbilly disc jockey. Contact John T. Cashion, WBUY, Lexington, N. C.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Immediate opening for two good announcers who can sell. WDLC, Port Jervis, New York.

Announcer, daytime independent, morning shift, send photo, background, salary expected, audition disc. WDZ, Decatur, Ill.

Combination announcer-engineer wanted for 1 kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Newsman experienced on beats wanted by 1000 watt independent daytimer. Personal interview required. WKAN, Kankakee, Ill.

Immediate opening—experienced staff announcer of good kw independent. WNAE, Warren, Pennsylvania.

Wanted: Announcer with news, hillbilly and disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Experienced announcer who can write copy. Must be stable, sober and congenial. WWPF, Palatka, Florida.

Technical

First class operator-announcer. Small midwest market. Box 141W, B•T.

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Wanted, first class transmitter operator. Permanent position. $50 for 40 hours. Time and one-half for all over 40 hours. Box 412W, B•T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 463W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Class A operator, willing to relocate New Orleans; give FM experience, minimum salary, date available. Box 538W, B•T.

Chief engineer. This is one of the better jobs. Am moving to allied ownership station. Would like to locate man take my place. Modern plant, excellent equipment and management interested your welfare. Conscientious man will earn $5000 annually. Need able maintenance man, experienced announcer with first class license. Send qualifications Walt Lawson, Chief Engineer, Radio Station KLEA, Lovington, N. M.

Combination engineer-announcer, capable being chief engineer. New kw daytime only. Small town, excellent living conditions, pleasant hours. Top salary to right man. Qualifications first letter. Reply Manager, WFMO, Fairmont, N. C., P. O. Box 125.

Applicant for high power UHF-TV needs AM transmitter engineer who is interested in TV. Broadcast experience necessary. WINR, Binghamton, New York.

First phone engineer. Transmitter, remotes, no announcing. Insurance, vacations, pleasant working conditions. Start $67.60 minimum 48-hour week. WKIC, Hazard, Kentucky.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo, Mich.

1st class engineer for radio and television transmitter and control room duty. Write Chief Engineer, WNAM-TV, Neenah, Wisconsin.

Transmitter engineers needed immediately. 5000 watt network station with TV in near future. Prefer men with experience but will consider all applications. Write Chief Engineer, WTAD, Quincy, Illinois.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Help Wanted—(Cont'd.)

Experie ed continuity writer 500 watt indepen Wonderful opportunity. Mail experienc references and copy samples, Manager, KOEL. lwein, Iowa.

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WIND, hicago, has opening for assistant program d ctor. Production and sales promotion experie e desirable.

We nee an experienced commercial copywriter, either m n or woman, who can write good selling co mercials. Also looking for an experienced s esman. Write complete information about y rself to Manager, WNXT, Portsmouth, Ohio.

Television

Technical

College graduate radio engineer with knowledge and experience in TV for UHF licensee, excellent opportunity for thoroughly trained and competent young man now actively engaged in UHF who wants to come to New England preferred. Give step by step story of record, references and starting salary expected. Box 427W, B•T.

Experienced TV engineer for UHF station starting construction soon. Virginia. Give background and expected salary. Box 508W, B•T.

Wanted—Engineer with 1st class license for radio and television transmitter and control room duty. Good salary and working conditions. Contact Lloyd Amoo, Engineer in Charge, KCJB-TV, Minot, North Dakota.

Experienced TV engineer for new UHF in Boston. Big chance for right man to get on the ground floor. Contact Station Manager, WTAO-TV, Cambridge, Mass.

Production, Programming, Others

Continuity chief for television station in southwest. References, history. Box 511W, B•T.

Experienced sales promotion manager for a television station serving large southwestern market. References, history, photo. Box 510W, B•T.

Situations Wanted

Managerial

Commercial manager (or station manager). Single market station only. Must have complete charge all sales with cooperation for programming that will sell. Not a "hot shot" one time over type man. Mature, fine appearance, many years varied radio, excellent success record, very best reference. Want to stay in south . . . Florida, near Gulf Coast or warm climate. Box 422W, B•T.

Management doctor—Is your station run down? Dragging sales? Red ink showing? You've tried kid managers, fast talking chaps; just about everything? Well, don't sacrifice your station. Call in the "Doctor of Radio Management" and he will make your station healthy, wealthy and satisfying. Doc is a mature man of many years experience. Finest reference. Not high priced. Moderate salary with percent on sales increase on a permanent base or 90 day consultant basis. Box 423W, B•T.

Manager with knowhow, over 20 years experience. Strong on sales, some TV experience. Best of reference. Will answer all inquiries. Box 475W, B•T.

Medium or small station manager—family man with proven record as profit maker—the right way. Community interests. Will furnish top references, know the radio business national and local from transmitter to money in the bank. Emphasize sales. Reasonable reason for making change. Prefer personal interview. Box 519W, B•T.

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

Florida station owners attention—Looking for connection that will fully utilize my 13 years' experience in management, sales and programming. Would consider percentage of profit arrangement. Past earnings $7000 to $10,000. No arm chair executive. Box 524W, B•T.

Situations Wanted—(Cont'd.)

Manager-commercial manager-program director combined to give you an economically well-run station. Excellent radio background and experience. Finer personality, mature and am seeking permanency. Specialize in mishandled or new stations. Available upon request. Box 533W, B•T.

Mature manager—semi-metropolitan or smaller market. Past nine years one station. Outstanding record economical operations, strong sales and promotion, top public relations, personal loyalty. Enjoyed convention. Available today. Box 544W, B•T.

Management staff of four thoroughly experienced and capable people, management, sales, programming, continuity, women's director, simple bookeeping, etc. EO special events, shows and everything needed to rejuvenate a station, build audience and profits. Prefer south. Box 561W, B•T.

Announcers

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Announcer, 28, draft exempt, family man. Operates console. Experience light, but in all phases. Available anywhere immediately. Disc, tape, resume. Box 526W, B•T.

Announcer-DJ at 50 kilowatt N. Y. C. independent, just married, wants more responsibility in smaller operation. Bonuses: wife's guitar and folk songs; my first phone ticket and six years technical background. Box 528W, B•T.

Announcer. Solid independent station experience. Desire opportunity. Sober, dependable, no prima donna. News, commercials, personality show, some board experience. Musical background. Tape, resume, best references. Box 531W, B•T.

Announcer, control board operator. Heavy on baseball play-by-play. Also have a strong knowledge of all types of music. Audition, disc, available upon request. Box 541W, B•T.

Announcer, disc jockey, glib mind, versatile, single, 29, consider all offers. Box 542W, B•T.

I'm your man! Experienced DJ—staff, console. Now working. Single, 26, vet. Friendly pitch. Tape, photo. Box 551W, B•T.

Announcer, newscaster, DJ. Heavy on news. Single. Disc, tape, and resume on request. Box 555W, B•T.

Summer position sought by experienced announcer. Mature, versatile, hard-working, technically-trained. Audition disc on request. Box 556W, B•T.

Announcer-newscaster. Native southerner. Staff, 50 kw net, city half million. Good, clear voice, unaffected delivery. Personal interview at own expense. Box 563W, B•T.

Young college man, experienced writer, announcer, all sports play-by-play, news, would like summer replacement, can send tape or records before interview. Box 565W, B•T.

North Carolina position immediately. Topnotch announcer-newscaster-copywriter. 10 years—restricted permit. Write or wire R. M., 110 W. Main, Williamston, N. C.

News, sports, staff announcer. Two years experience. Newspaper background. College graduate, 22. Draft exempt. Free to travel. Ken Cessna, Park Hotel, Grinnell, Iowa.

Announcer, young, independent experience. Newscast, sports, programming, operate board. Dee Ford, 1954 East 29th Street, Brooklyn 29, N. Y.

Situations Wanted—(Cont'd.)

Announcer specializing in news-DJ, graduate of Pathfinder School of Radio and Television. Board operator third license, desires position of staff announcer, deep metropolitan voice. College education, draft exempt, 30 years, married. Contact Clayton Marlow, 215 Constitution Ave., N.W., Washington, D. C., or phone Metropolitan 8-5255.

Announcer-engineer. Experienced and reliable. Good voice. Like telephone audition. Available soon. Write or wire Dennis O'Malley, General Delivery, Pittsburgh, Penna.

Single, draft exempt, hillbilly DJ, sports. Pathfinder graduate, board operator. Ed Scott, 737 11th Street, N.W., Washington, D. C., ME 8-5255.

Technical

1st phone, 13½ months experience with tape, disc, recording and transmitter work. Box 468W, B•T.

Transmitter engineer. Experienced. Vacation relief or permanent. No announcing. Prefer Michigan, Ohio or south. Box 484W, B•T.

Chief engineer—twenty years broad experience, handle any installation. References. Box 545W, B•T.

Chief engineer desires position in Great Lakes region. Thirteen years experience, up to 50 kilowatts. Box 554W, B•T.

First class engineer. Experienced studio and transmitter desires position in New York City or close vicinity. Box 564W, B•T.

First class engineer—experienced, studio control room, transmitter, remotes, tapes, disc recordings. Prefer location in northeast. Box 569W, B•T.

Chief engineer available May 15. Many years experience. Ernest Church, Toccoa, Georgia. Phone 763-L.

Transmitter operator. Specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production, Programming, Others

Newscaster: special events; skilled gathering, writing, airing local news. Top voice. Now making $5,200. Box 375W, B•T.

Experienced writer-announcer desires to locate in or near Washington, D. C. College graduate, board operator, DJ, news, all phases station promotion. Can handle radio production, traffic, or gather and edit news, if desired. Presently employed by 10 kw indie in major market as copy chief-announcer. Young, versatile, steady, dependable, like people, good references. Prompt reply. Box 379W, B•T.

Desire change. What have you? Presently PD 12 years experience. Box 396W, B•T.

Skilled newswriter-editor, six years top daily plus Capitol Hill, PR experience. Box 527W, B•T.

Versatile program director with A-1 imagination and salable ideas. Hard worker with fine personality and pleasing voice. Can handle men. Have excellent background in music, news and sports. Am married, draft free and looking for permanency. Available immediately. Box 534W, B•T.

Staff man—Top jock, news, copy, ace on board. Korean vet. Commercial, AFRS experience, prefer nite work, New England, middle Atlantic area. $70 minimum. Box 537W, B•T.

Executive TV producer-writer-director with extensive network and local background. Successful history in radio and films. Experienced all phases of programming and production. Interested in executive post with aggressive station or solid agency. Box 549W, B•T.

Writer-publicist. Have done books, articles, radio. 31. Replies confidential. My wife knows of this ad. Box 557W, B•T.

(Continued on next page)

RADIO-TELEVISION
PUBLIC RELATIONS
PERSONALITY

We are looking for a personable blonde young woman with radio-television experience and background for one of the east's outstanding companies. Must be able to conduct radio and TV shows weekly. Must be able to make personal appearances and talk to women's clubs and sales meetings. Substantial salary will be paid to the right career woman. Send complete facts about your experience and why you think you can fill this position. No application considered without accompanying recent photograph. Send all particulars to Box 455W, B•T.

Situations Wanted—(Cont'd.)

Program director's job building quality fare in medium size eastern city or educational broadcasting post desired by young woman of rich, diversified experience — programming, writing, directing, producing. Box 559W, B•T.

News editor, experienced, ambitious, alert, journalism graduate. Desires Connecticut, Massachusetts or New York. Special events, remotes, M.C., vocal, DJ. Available immediately. Box 568W, B•T.

Secretary—28, to producer or director. Three years' radio writing experience. Excellent programming background. Shorthand. Rapid typist. Chicago agency only. Phone evenings, PLaza 2-4864.

I am not Kate Smith but have often been mistaken for her. I possess her qualifications excepting her experience and ability to sing. Am single, mature and unencumbered. Am willing to go where opportunity beckons. Personal tragedy and misfortune forces me to again earn my living. To fit myself for a position wherein I can best use my abilities and talents, I have complemented my college degree and newspaper writing experience with formal training in continuity writing and microphone techniques. Am just completing a University course in TV program planning and production and will be available for a position June First. I possess office skills and can write and air women's and children's programs and lonely gal routines. Have a backlog of original television show formats to present. You may contact me by writing to Miss Cecile Meier, 2441 Book Building, Detroit 26, Michigan, or by telephone Woodward 1-6133 in Detroit.

Experienced radio bookkeeper available for immediate employment. References. Call, wire or write Edd White, Radio Station KICA, Clovis, New Mexico.

Television

Managerial

Got a TV permit? Take a proven radio manager who has wide experience—a college degree—an aggressive personality—youthful enthusiasm. A family man who wants to move into TV. All offers considered. Box 517W, B•T.

Salesmen

New York TV account executive (31) seeks sales position, national sales preferred, with new television station. 2 years major rep. background plus 3 years aggressive retail sales. Box 404W, B•T.

Production, Programming, Others

New TV station wanted, to utilize this experience—ten years women's director radio; three years top network video—1500 hours on camera. Producing, programming, commentating—news, interviews, children's, shopping, puppets. Continuity, script writing, agency selling. Capable administrative assistant available too. Salary open to discussion. Permanent only. Box 433W, B•T.

Announcer, program director, solid commercial radio experience completing TV studio, camera, film course, seeks permanent all-round production position in new TV outlet. Background in news, theater, education, married, vet. Available May. Box 477W, B•T.

Young "television-trained beaver" seeks future—production-directing. Theatre production and film experience. N. Y. preferred. Box 522W, B•T.

Married vet, 33 with four years radio and three years television experience as director and supervisor desires position with progressive station. Box 532W, B•T.

To TV applicants and licensees. Experienced advice in planning practical balanced program schedule and all phases of station operation, for fee hearing and station opening. Also available to make your New York contacts. Per diem retainer. Box 558W, B•T.

Experienced TV production man. 4 years CBS, ABC, director, stage manager. Married, veteran. Desires position with progressive station. Write Arthur Bartick, 176 S. Vista Street, Los Angeles.

For Sale

Stations

51% west coast, local fulltime, network. Transmitter-studios-offices in one downtown location. Box 530W, B•T.

Midwest, 250 watt, Indie. Gross $60,000. Nets $20,000. Will sell for $50,000. Terms possible. Box 539W, B•T.

For Sale—(Cont'd.)

Equipment, etc.

Attention new TV CP holders! We have 3 surplus RCA TK30A camera chains for sale at reasonable price. These chains are approximately 4 years old, in top condition. Work like new. Write Box 448W, B•T.

Best offer takes new Minitape with all accessories. Box 472W, B•T.

Used International Derrick tower, 150 feet high, self-supporting, insulated, complete with obstruction lights, plus used Western Electric FM transmitter, 1 kw driver has been used, 10 kw amplifier has never been used. Desire to move all or part now. Send your bid to Box 535W, B•T.

General Electric transmitting tubes 3-833A—2-866A—4-810—3-828—4-872—4-802. Guaranteed perfect. First check for $165.00 takes all. Brand new 0-2000 volt meters, either $2^3/_4$ or $3^1/_2$ inches diameter special—$19.25. Box 550W, B•T.

All or any part of 42,000 feet, No. 10, hard-drawn copper wire. Brand new. Offered at under current market price. Radio Station KWJB, Globe, Arizona.

Mobile transmitter, type 604, and receiver type 603D with Dynamotor P.E. 103. Used 10 times. Excellent condition. Write for details to Chief Engineer, WARA, Attleboro, Mass.

150-ft. self-supporting Truscon type tower—marked and on ground—ready to ship highest bid. WHAR, Clarksburg, W. Va.

RCA TG1A studio sync generator. New, unused. $3875. WJBF, Augusta, Ga.

2 fixed frequency FM receivers. Excellent condition, reasonably priced. WOAP, Owosso, Michigan.

230 self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' 15_8" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

300 ft. Milliken (Blaw-Knox) tower, will sell f.o.b. Henderson for $4000. Hecht Lackey, phone 3923, Henderson, Ky.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

FM transmitter 250 watts suitable for transmission on 152.03 mc. Also need antenna. Box 515W, B•T.

1 kw AM transmitter, antenna coupling unit, modulation and frequency monitors in good condition. Box 547W, B•T.

Used equipment for 1 kw station. State age, condition, price in first letter. Box 552W, B•T.

Want 250 or bigger FM transmitter, antenna and monitors. What do you have? Box 567W, B•T.

1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San Antonio, Texas.

Disc recorder. Presto 6N or equivalent. Describe condition, give best price. Chief Engineer, WHOT, South Bend, Indiana.

Wanted—FM ring antenna-Collins 37M, whole or sections. Advise details. Call collect TRowbridge 6-2800, Mr. Frank Lyman, Jr., Cambridge, Mass.

Miscellaneous

Structural and Plate Fabricator located in southeast desires additional products. Towers of various types could be produced. Will purchase outright or manufacture and sell same on royalty basis. Very well rated. Twenty-five men in engineering department, 125 men in shop. Box 516W, B•T.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Announcers

IMMEDIATE OPENING

FOR TWO MEN

50,000 WATT

MIDWEST STATION

(1) Experienced qualified staff announcer, (2) experienced personality-disc jockey. Must have good routine-patter. Excellent salaries. Send photo, background material and recording. TV applicant. Box 560W, B•T.

DISC JOCKEY WANTED

Now available one of the top disc jockey spots in large metropolitan markets. Personality, not just voice. Must be idea man, competent at ad-lib and controls. Ability sets salary. Send audition to Box 566W, B•T.

Television

Technical

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Situations Wanted

Television

A SUREFIRE DAILY DOUBLE

Winning combination for any station—Husband thoroughly experienced in theatre, radio and LIVE TV programming, producing, directing and studio management. Wife experienced specialist in film buying, direction and programming. Currently holding positions at competitive stations in major market. Quick starters, don't tire. Looking for fast track. This combination is a solid entry in the competitive TV field. Box 523W, B•T.

Managerial

TV EXECUTIVE

1. Experienced specialist in designing, building and management TV stations.
2. Successful opening new markets.
3. Successful sales management.
4. Will build one to three stations and manage on permanent basis.
5. Not afraid of UHF.
6. Start now.

Reply Box 553W, B•T.

For Sale

Equipment, etc.

TV TRANSMITTING ANTENNAS

RCA [illegible]-Bay, Channel 4 to 6 (tuned WLW-T, Ch. 4)

RCA [illegible]-Bay, Channel 4 to 6 (tuned WLW-D, Ch. 5)

RCA [illegible]-Bay, Channel 2 & 3 (tuned WLW-C, Ch. 3)

Pylon mount with pylon

Also RCA FM triplexers for 5-bay antennas

Box 498W, B•T.

BIG BARGAIN . . . WFMY FM, Greensboro, N. C., ceasing operation. All technical equipment in excellent condition for sale at low price. List of equipment and prices submitted upon request. Contact Wm. E. Neill, Chief Engineer, WFMY.

Wanted to Buy

Stations

RADIO STATION

MEETING FOLLOWING REQUIREMENTS—

Location: Florida, rest of Gulf Coast, Arizona, New Mexico, California, Oregon, Washington.

City Size: Under 250,000.

Price: Up to $150,000.

Principals only.

Box 540W, B•T

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

T-V and RADIO STATIONS

Make those dead "spots" produce a profit. Have quality product you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write Agency, Box 500W, B•T.

HAVE YOU A RECORDING PROBLEM?

Let us solve it for you . . . just send your tape . . . We handle everything; all languages, transcriptions, dubs, station spots, master discs and complete pressing runs for L. P. Recordings.

Quality **AUDI-TEXT** *Service*

1733 Broadway, New York 19, N. Y.

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

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Painting ■ Erection

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YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

FOR THE RECORD

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

KWTO Springfield, Mo., Power boost to 5 kw on 560 kc — Ozarks Bcstg. Co. (Docket 8380). Whether increased power would cause interference. Further hearing. Examiner J. D. Bond.

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Sharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 25

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Contestants: KTBS Inc. (KTBS) (Docket 10476), and International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Contestants: Salisbury Bcstg. Corp. (Docket 10478), and New England Bcstg. Co. (Docket 10479). Examiner William Butts.

June 1

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

August 13

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Pontiac, Mich.—New AM station, 1460 kc, 500 w unlimited. James Gerity Jr. (Docket 10346); BP-8651). Applicant has petitioned for grant without hearing.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Sharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion

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EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

WANTED

To Manufacture and Sell—Electronic Accessory Items

For—FACSIMILE—RADIO—TELEPHONE—TELEVISION

Note—We have a special immediate need of Facsimile Equipment for Intra-Office and Plant use

Will furnish capital if necessary to complete desirable developments

What have you to offer?

RADIO ENGINEERING CO.

INQUIRER BLDG. PHILADELPHIA 30, PA.

(Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

Routine Roundup . . .

April 23 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Chief, Broadcast Bureau—Granted petition for continuance of hearing from April 22 to Aug. 13, 1953, re application of Diamond H. Ranch Bcstrs. (KDIA), Auburn, Calif., for renewal of license (Docket 10405; BR-2544).

By Hearing Examiner Annie Neal Huntting

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Fort Wayne, Ind.—Ordered that certain actions taken at hearing conference on April 20 shall control the subsequent course of hearing in proceeding with respect to issue 3(d), unless modified by hearing examiner for cause during course of hearing or by Commission upon a review of hearing examiner's ruling (Docket 10424; BPCT-1040), (Docket 10425; BPCT- 1400).

By Hearing Examiner H. Gifford Irion

Music Bcstg. Co., Grand Rapids, Mich.—By memorandum opinion and order dismissed motion to strike third paragraph of appearance which was filed on April 8, 1953, by counsel for Versluis Radio & Television Inc. (Docket 10442; BPCT-1208).

Woodruff Inc., Portsmouth, Ohio — Granted petition insofar as it requests continuance of hearing in proceeding re application for CP for new TV station in Portsmouth, Ohio (Docket 10440; BPCT-1430); hearing was continued indefinitely pending action by Commission on question of whether application of Woodruff Inc. should be returned to processing line (application of Brush-Moore Newspapers Inc. was dismissed without prejudice on April 14, 1953).

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co. Inc., Harrisburg, Pa. — Granted motion for extension of time from April 17 to May 18, 1953, for filing proposed findings of facts and conclusions of law in proceeding re application for CP for new TV in Harrisburg, Pa. (Docket 10278; BPCT-937).

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc., Wichita, Kan.—Granted verbal request of Mid-Continent for postponement of further hearing from April 22 to April 23, 1953, re application (Docket 10262, BPCT-964) and that of KAKE Bcstg. Co. (Docket 10263; BPCT-700) for CP's for new TV stations at Wichita, Kan.

April 24 Applications

ACCEPTED FOR FILING

Request CP

WCAM Camden, N. J., City of Camden—CP to install old main trans. as alternate main trans. at N of Erie St. on Delaware River between 6th and 7th St., Camden (present location of main trans.) to be operated on 1310 kc, 250 w unl. (BP-8843).

Change Directional Antenna

KCJB Minot, N. D., North Dakota Bcstg. Co.—CP to make changes in DA to accommodate TV ant. and change studio location (contingent on grant of TV application). Amended to delete change in studio location (BP-8647 amended).

Change Name

KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Amended to correct name to American Bcstg.-Paramount Theatres Inc. and amend sec. 1,11 and 111. (BPCT-1514 amended).

KECA-TV Los Angeles, American Bcstg.-Paramount Theatres Inc.—Amended to change name to American Bcstg.-Paramount Theatres Inc. (BPCT-1561 amended).

License for CP

WHOS-FM Decatur, Ala., North Alabama Bcstg. Co.—License for CP (BPH-1616), which authorized new FM (BLH-883).

WNAC-FM Boston, Mass., General Teleradio Inc.—License for CP (BPHA-1741), as mod., which authorized change in licensed station (BLH-884).

WPRK (FM) Winter Park, Fla., Rollins College—License for CP (BPED-219) which authorized new non-commercial FM (BLED-134).

WCAM Camden, N. J., City of Camden—License for CP (BP-6854), as mod. which authorized change in trans. location (BL-4973).

Remote Control Operation

WVBT-FM Bristol Center, N. Y., Rural Radio Network Inc.—301-A; application to operate by remote control.

WHUM Reading, Pa., Eastern Radio Corp.—Files application for remote control operation of trans. (BRC-34).

Extension of Completion Date

KSCU (FM) Santa Clara, Calif., U. of Santa Clara—Mod. CP (BPED-213) which authorized new non-commercial FM for extension of completion date (BMPED-262).

WIUC Urbana, Ill., U. of Illinois—Mod. CP (BPED-161), which authorized changes in non-commercial FM for extension of completion date (BMPED-261).

License Renewals

KCLE-FM Cleburne, Tex., MARTI Inc.—Application filed for renewal of license (BRH-456).

APPLICATIONS RETURNED

CP for New AM

Scott County Bcstg. Co., Forrest, Miss.—CP for new AM to be operated on 550 kc, 1 kw-D.

Assignment of License

KXLO Lewiston, Mont., William G. Kelly—Voluntary assignment of license to William G. Kelly and Marlin T. Obie d/b as Montana Bcstg. Co.

WHED Washington, N. C., Beaufort Bcstg. Co.—Voluntary assignment of license to Havelock Bcstg. Co.

License for CP

WLFH Little Falls, N. Y., Rock City Bcstrs.—License for CP (BP-8642) which authorized increase in power and change type trans.

Relinquishment of Control

KOGT Orange, Tex., Sabine Area Bcstg. Corp., Voluntary relinquishment of positive control of licensee corporation by M. L. Jacobs, Albert Plettman and Hadassa Jacobs, individually and as executrix of estate of Jacob Jacobs, through sale of 50 shares of stock to Edwin T. Lovelace Jr.

April 27 Decisions

THREE-DIMENSION TV TEST

FCC through Broadcast Bureau has granted experimental authorization to American Bcstg.-Paramount Theatres Inc. to use corporation's KECA-TV Los Angeles to test three-dimension TV on April 24-May 15. This is first experimental authorization of its kind issued by Commission.

BY BROADCAST BUREAU

Granted Authority

Rochester Bcstg. Co., Rochester, N. Y.—Granted authority to transmit baseball games from Rochester, N. Y., to CFRA Ottawa, Can.

Syracuse Bcstg. Corp., Syracuse, N. Y.—Granted authority to transmit baseball games from Syracuse, N. Y., to CFRA Ottawa, Can.

Granted CP

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—Granted CP to change trans. location to Clarendon, Pa. (BP-8728).

KGO-TV San Francisco, American Bcstg.-Paramount Theatres Inc.—Granted CP for installation of emergency ant. at site of KGO-TV (BPCT-1562).

Change Type Transmitter

KNIM Maryville, Mo., Maryville Radio & Television Corp.—Granted mod. CP to change type trans. (BMP-6186).

Granted License

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted license for AM; 1220 kc, 500 w-D (BL-4956).

WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co.—Granted license for AM; 1540 kc, ½ kw-D (BL-4957).

KVSP Lubbock, Tex., Hub Bcstg. Co.—Granted license for AM; 1460 kc, 500 w-D (BL-4944).

WPDR Portage, Wis., Portage Bcstg. Co.—Granted license for AM; 1350 kc, 1 kw-D (BL-4755).

WRIS Roanoke, Va., Cy N. Bahakel—Granted license for AM; 1410 kc, 5 kw-D (BL-4938).

WPTX Lexington Park, Md., Patuxent Radio Inc.—Granted license for AM; 1570 kc, 1 kw-D (BL-4916).

WCRT Birmingham, Ala., Chapman Radio & Television Co.—Granted license for AM; 1260 kc, 1 kw-D (BL-4965).

WTCW Whitesburg, Ky., KY-VA Bcstg. Corp.—Granted license for AM 920 kc, 1 kw-D (BL-4943).

Remote Control Operation

Following granted authority to operate trans. by remote control: **WRIS Roanoke, Va.** (BRC-28); **WKOZ Kosciusko, Miss.** (BRC-24); **WKBI St. Marys, Pa.** (BRC-25); **WDOD Chattanooga, Tenn.** (BRC-30); **WCOM Parkersburg, W. Va.** (BRC-29); **KTIM San Rafael, Calif.** (BRC-32); **KASI Ames, Iowa** (BRC-31); **KSIJ Gladewater, Tex.** (BRC-33); **KASL Newcastle, Wyo.** (BRC-23); **WFRM Coudersport, Pa.** (BRC-26); **WPXY Punxsutawney, Pa.** (BRC-27).

Install New Antenna

KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.—Granted CP to install new ant. for nondirectional operation and mount TV ant. above and change trans. location (coordinates only); conditions (BP-8767).

Change Studio Location

WVAM Altoona, Pa., The General Bcstg. Co.—Granted mod. of CP to move studio and trans. locations (same city) (BMP-6174).

Granted STA

WFTV Duluth, Minn., Great Plains Television Properties of Minn. Inc.—Granted STA to operate commercially, on Ch. 38, for period April 22 to Oct. 22, 1953.

Extension of Completion Date

WICU Erie, Pa., Dispatch Inc.—Granted mod. CP for extension of completion date to 7-24-53 (BMPCT-1081).

WRGB Schenectady, N. Y., General Electric Co.—Granted mod. CP for extension of completion date to 11-16-53 (BMPCT-1079).

KUSC-TV Los Angeles, Calif., U. of Southern California, Allan Hancock Foundation—Granted mod. CP for extension of completion date to 7-28-53 (BMPET-10).

Remote Control Operation

Following granted authority to operate trans. by remote control: **WTSV-FM Manchester, N. H.** (BRCH-10); **KCLE-FM Cleburne, Tex.** (BRCH-11); **WHDH-FM Boston, Mass.** (BRCH-12); **WDOD-FM Chattanooga, Tenn.** (BRCH-13).

Following granted authority to operate trans. by remote control: **WGCD Chester, S. C.** (BRC-

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21); **WGNT New Hartford, N. Y.** (BRC-17); **WDBL Springfield, Tenn.** (BRC-22); **KROW Oakland, Calif.** (BRC-16); **KROS Clinton, Iowa** (BRC-18); **KBMN Bemidji, Minn.** (BRC-19); **WGNI Wilmington, N. C.** (BRC-20).

Modification of CP

WPFF Hot Springs, Ark. Falls, Wis., **Radio Station WIGM Inc.**—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6172).

KWRF Warren, Ark., Pines Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6167).

Extension of Completion Date

Following granted mod. CP's for extension of completion dates as shown:

KLYN Amarillo, Tex., to 5-1-53, condition (BMP-6183); **WBEL Beloit, Wis.**, to 7-1-53; conditions (BMP-6185); **KCAR Clarksville, Tex.**, to 4-12-54 (BMP-6184); **WBHP Huntsville, Ala.**, to 6-23-53 (BMP-6177).

April 27 Applications

ACCEPTED FOR FILING

License for CP

KSDN Aberdeen, S. D., Aberdeen News Co.—License for CP (BP-8434) which authorized change from DA-DN to DA-N (BL-4978).

WJMC Rice Lake, Wis., WJMC Inc.—License for CP (BP-8600) as mod., which authorized change in trans. and studio location, installation of new ant. and ground system and change type trans. (BL-4977).

Modification of CP

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-822), as mod., which authorized new TV, for extension of completion date (BMPCT-1091).

License for CP

WFMH-FM Cullman, Ala., The Voice of Cullman—License for CP (BPH-1762) which authorized changes in licensed FM (BLH-885).

KWOC-FM Poplar Bluff, Mo., Poplar Bluff Bcstg. Co.—License for CP (BPH-1748), as mod., which authorized changes in FM (BLH-886).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

WDMG Douglas, Ga., WDMG Inc. (BRC-37); **WIKB Iron River, Mich.**, WIKB Inc. (BRC-37); **WCHA Chambersburg, Pa.**, Chambersburg Bcstg. Co. (BRC-35).

WPAY-FM Portsmouth, Ohio, The Scioto Bcstg. Co.—301-A; application for remote control operation (BRCH-15).

WCHA-FM Chambersburg, Pa., Chambersburg Bcstg. Co.—301-A; application for remote control operation (BRCH-16).

Renewal of License

Following stations request renewal of license:

KWDM Des Moines, Iowa, Des Moines Bcstg. Corp. (BR-1898); **KIXL-FM Dallas, Tex.**, Variety Bcstg. Co. (BRH-322); **WBEH (FM) New Orleans**, P. G. Beauregard School (BRED-45); **WGPS (FM) Greensboro, N. C.** (BRED-56).

APPLICATION RETURNED

Extension of Completion Date

WEEU-TV Reading, Pa., Hawley Bcstg. Co.—Mod. CP (BPCT-239), as mod., which authorized new TV, for extension of completion date.

Acquisition of Control

WOHS Shelby, N. C., Western Carolina Radio Corp.—Voluntary acquisition of control of licensee corporation by Holt McPherson through purchase of 50 shares of stock from Mrs. John G. Greene.

April 28 Applications

APPLICATION RETURNED

License for CP

WGSW Greenwood, S. C., Radio Greenwood Inc.—License for CP (BP-8266), as mod., which authorized new AM.

April 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

KXYZ Houston, Tex., Shamrock Bcstg. Co.; KOLE Port Arthur, Tex., Port Arthur Bcstg. Co.—Granted joint petition for extension of time from April 16, to May 6, 1953, to file opposition to petition for reconsideration and grant filed by Evangeline Bcstg. Co. (KVOL), Lafayette, La. (Docket 9739; BMP-5098).

WFBM Inc., Evansville, Ind.—Granted petition to amend application for CP for new TV (Docket 10464; BPCT-1131) to specify new ant. site, submit revised engineering data and make changes re proposed programming, staffing, and submit new cost figures and current balance sheet.

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—By memorandum opinion and order denied petition for leave to amend application for CP for new TV on Ch. 8 in Portland, in order to conform Cascade application to evidence proposed in support thereof in hearing in this proceeding (Docket 10324; BPCT-1235).

By Hearing Examiner Thomas H. Donahue

Sacramento Telecasters Inc., McClatchy Bcstg. Co., Sacramento, Calif.—By memorandum opinion and order granted motion for order that depositions not be taken, filed by Sacramento Telecasters Inc., on April 14, 1953, and addressed to notice to take depositions filed on same day by McClatchy Bcstg. Co., and said notice filed by McClatchy was quashed.

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.; Broadcast Bureau—Granted motion of KMYR Bcstg. Co. for corrections in two of its exhibits and request of witness for Broadcast Bureau that revisions be made in various portions of official transcript reflecting his testimony in proceding re applications of KMYR Bcstg. Co. and Metropolitan Television Co., for CP's for TV stations in Denver, Colo. (Docket 9043; BPCT-488) (Docket 10238; BPCT-941).

By Hearing Examiner William G. Butts

Louis Wasmer, Television Spokane Inc., Spokane, Wash.—Upon agreement of parties, ordered that the hearing in this proceeding (Docket 10422; BPCT-920) (Docket 10423; BPCT-1087) be continued from May 4 to May 18, 1953, for further conference.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Referred, for action by Commission, petition of March 30, to amend application for CP for new TV on Ch. 3 in Superior (Docket 10289; BPCT-621); to specify Ch. 6 instead, and to designate amended application for comparative hearing with application of Ridson Inc., for CP for new TV on Ch. 6 in Superior (Docket 10291; BPCT-728).

By Hearing Examiner J. D. Bond

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Upon agreement by parties, ordered that further hearing in this proceeding (Docket 8380; BP-5259) shall commence on Monday, May 11, 1953, at Washington, D. C.

Ordered pre-hearing conference at 9 a.m., May 8, 1953, at Washington, D. C., re applications of Peoples Bcstg. Co., for CP for new TV on Ch. 8, and WGAL Inc. (WGAL-TV), for CP to change site, increase power and ant. height, make equipment changes, and for regular operation of WGAL-TV on Ch. 8, both at Lancaster, Pa. Action taken will be embodied in a further order for appropriate use at the hearing.

By Hearing Examiner H. Gifford Irion

Versluis Radio & Television Inc., Muskegon Mich.—In statement and order recited action and rulings taken at hearing conference on April 22 which shall control subsequent course of hearing in this proceeding (Docket 10442; BPCT-1208).

April 29 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. CP (BP-8194), as mod., which authorized change in trans. and studio location and change in ant. system, for extension of completion date to 11-5-53 (BMP-6195).

License Renewals

Following stations request renewal of license:

KWOE Clinton, Okla., Western Oklahoma Bcstg. Co. (BR-2372); **KBWL Blackwell, Okla.**, Star Bcstg. Co. (BR-2754).

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Cuba

Change List No. 5, April 10

1240 kc

CMKE Victoria de las Tunas, Oriente, 250 w, Unl. II, now operating.

1320 kc

CMKE Victoria de las Tunas, Oriente, 250 w, Unl. IV, delete.

1360 kc

CMOX Habana, 250 w, Unl. IV, 4-6-53, change call letters.

1490 kc

CMBG Habana, 250 w, Unl. IV, 4-6-53, change call letters.

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An Adult Convention

THE NATION'S broadcasters held an adult convention in Los Angeles last week. There was the usual quota of vexing problems, but they were handled without emotion.

This was no slip-shod, ad lib convention. The whole event, which ran on-time and in fast tempo, was outstanding.

The main speakers outdid themselves. Gen. David Sarnoff, first recipient of NARTB's honor award, proved the ideal keynote speaker. He had a message, and he delivered it with typical brilliance and with the kind of candor that could only come from an outstanding leader whose vision supplied much of the brick and mortar upon which broadcasting is built.

From Rosel Hyde, FCC's new chairman, the convention heard in measured tones the state of the nation in communications. And from NARTB President Hal Fellows they received an accounting of stewardship that showed that their affiairs are in good hands—better than ever before.

The broadcasters came in unexpectedly large numbers. They liked what they heard, because the convention dealt in realities, not in empty, high-sounding phrases.

PRESIDENT Eisenhower's letter to the NARTB convention [B•T, April 27] was something more than a pro forma *greeting. He expertly appraised the accomplishments of the nation's broadcasters and expressed confidence in their ability to continue to "meet this extraordinary responsibility." Because he did display knowledge of the responsibility of broadcasters, his letter revealed one glaring omission. There was no mention of the essentiality of a radio as free as all other media—the press, for example. We hope this was mere oversight.*

Network-Affiliate Relationship

THE NETWORK-affiliate relationship, a topic of conversation for several years, became a basic issue subject to renegotiation last week in Los Angeles at the NARTB convention.

Gen. David Sarnoff, RCA-NBC board chairman, made it official in his keynote address. And the affiliates began forming their lines by organizing their advisory committees, entirely divorced from network influence.

There was no effort to conceal the concern over the economics of of the network-affiliate relationship. There was the recognition that network service is essential in both radio and television, particularly for the coverage of the spontaneous event. When Gen. Sarnoff brought the issue to the convention floor it removed it from the level of the informal discussion stage.

Thus the economics of network broadcasting emerged as the single big issue. But the trend was evident in other ways. The exhibits underlined it. More and more big names in syndication—both radio and TV, on film, on tape, on transcriptions. More and more high-quality gear for high-quality reproduction. The syndicators talked more flexibility in programming and selling, to fit the advertiser's budget, to give him what he wants without regard to time-zone, option time clearances and wire costs.

These were the auguries of fundamental changes in old concepts. There were in Los Angeles syndicates owned by the networks selling against networks. These are in the pattern field pioneered by Ziv. They are selling transcriptions in radio and films in television. They have the big talent names. They sell the opportunity for tailor-made "networks" to fit the client's distribution and his budget.

There were some who saw in this transition the end of commercial network programming after 6 p.m. in a couple of years. This, they said, would leave to the station all of the evening hours in radio for national spot and local programming, except for the occasional special event.

Broadcasting is a business. It looks toward profitable operation. When the network business, as we know it, ceases to be profitable, the networks, as we know them, will cease to function. The networks contend that in radio that point now is being approached.

So, during the next few months, there will be new negotiations among network and their affiliates. There always will be networks. But in the future they may bear only slight resemblance to the structures that haven't changed in basic format since NBC started the first network in 1926.

Drawn for BROADCASTING • TELECASTING by Duane McKenna

"No, madam, I wasn't in the prisoner exchange. I'm returning from the NARTB convention."

Profit and Honor

IF IT proved nothing else, the management study presented last week by Richard M. Allerton, research manager of the NARTB, would be valuable in underscoring the fact that profits and high standards are not irreconcilable in radio.

The most profitable AM stations turned up in the study were found to be doing exactly the things that broadcasters say are desirable when broadcasters are talking in public but which are not invaribly done in the privacy of their own offices.

The profitable stations in the study refrained from rate cutting, were particular about the kind of advertising they accepted, spent more proportionately on programming than their competitors did. Obviously the management of those stations has a keen awareness of its dependence upon public respect.

Now, of course, there may be equally profitable stations in other markets which did not come under the NARTB project's scrutiny and which may be indulging in less desirable practices. Admitting that, the point here is that it was definitely proved, in those five markets where the study was carried on, that financial success attended the maintenance of high standards.

Adherence to policies of respectability is part of the know-how that Mr. Allerton described as the prime ingredient of successful radio broadcasting. True know-how embraces a higher regard for the long-term return than for the quick buck. It is as concerned with a property's prospect for the future as with its latest quarterly net. It is this kind of know-how that builds enduring enterprises.

Television has been around long enough for everybody to realize that AM radio, as a business institution, is capable of indefinite survival. As Mr. Allerton suggested, some radio stations may fail under the pressure of increased competition. But those with adequate capital and far-sighted management have every prospect of long and fruitful life. It is in recognition of that future that intelligent management is operating today and planning for tomorrow.

The more widely that principle is understood, the more stability there will be in radio. To the degree that stations lower their standards as a concession to the quick buck, to the same degree the structure of the entire radio system will be undermined.

It is quite possible that the management study released last week will be of great importance in stabilizing radio. The lessons it teaches are sound. They should lead toward better business and better radio.

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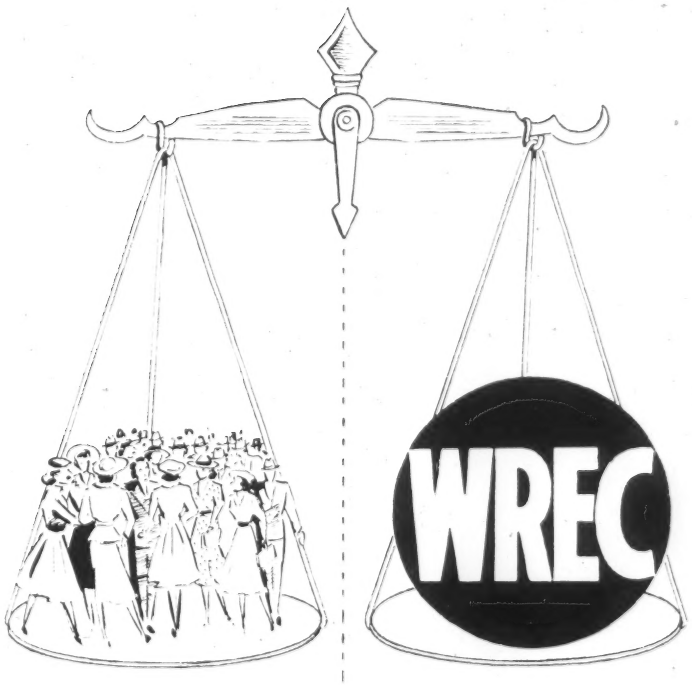

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